

The Billboard

OCTOBER 21, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

RADIO NEWS STARTS IN D. C.



WILLIE HOWARD
Long Time Top Funnyman
(See page 41)

TELEVISION

Pix Want Video To Be Expensive as Hollywood

RADIO

Syndicated Program Segs Up; Disk & Script Market Okay

NIGHT CLUBS-VAUDE

LAWYERS DO OKAY IN SHOWBIZ

BRUUN

over MIAMI

AND MIAMI BEACH



By PAUL M. BRUUN

Did you ever plan mischief and then have a let down feeling when it did not materialize? If you have, then you know my present deflated morale, for ever since Kitty Davis told me that she had booked nan Blakstone I thought that surely by now I would have had opportunity to have performed my anticipated devilment.

It all started when I read an advertisement in the December 11 issue of the theatrical trade publication, "Billboard." Their advertising rates are \$420 per page, and for two pages, or \$840 worth of space, I read copy that: was a radical departure from the conventional.

The last two lines read: "AS FOR ME, I AM NOT AN OGRE AND I DON'T WEAR HORNS. I AM FOR MY ARTIST AND I AM 100% FOR ANYONE WHO PLAYS NAN BLAKSTONE." Signed, Ronald Aaron Gerard.

This followed a plea for a break from those who had been sold off playing nan, for Gerard is her husband and manager.

Now Danny Davis, who conducts the business of the Kitty Davis Club, never leaves a stone unturned, the turning of which will bring customers to 1610 Alton road, and Danny the undaunted has some ideas of his own as to the presenting of his engaged artists to best advantage before the cafe paying public.

Kitty and I laughed together and planned to be present when these two master showmen were scheduled to meet, for this I predicted would be the best show either Kitty or I would ever witness.

Gerard has his own type of contracts and Danny has written some pips himself, and I would like to be able to catch a peek at the one to which they both affixed their signatures. But to date this has not been possible, even though I know the salary thereon.

But their meeting proved a dud. Guess each expected the other to be difficult, and each was on perfect behavior, and to date their harmony is disgusting.

But by now we have had dinner with the Gerard's or the Blakstones, whichever you prefer, and found in each an amazing and interesting character.

Nan is the exact opposite of what she appears on the stage. She is not sophisticated, she is not blasé or bored with life as her material might lead you to believe. She has not had to go through bankruptcy since Gerard decided that he should manage her affairs.

Miami is quite close to these two, for it was a lawsuit for \$35,000 filed here that caused him to decide to take over her exclusive management and he also wrote a play while here, now titled, "Some Take It Straight."

New York looks like their next important destination, for they are negotiating for a club to be called, "nan Blakstone's Party Room," as well as making plans to present the play on Broadway. The play will be directed and produced by Gerard and also will star him and nan.

In Gerard we found many similarities to Orson Welles. Gerard had his A.B. degree at 17. His father is apparently "filthy" with money and, in Gerard's youth, indulged his fancy for the theater of his own. He is now 28, not too proud to admit that he serves as nan's maid whenever occasion demands, and that nan does not object to serving as his butler, as it were, when necessary.

NAN IS OF THE MATERIAL OF WHICH GREAT DRAMATIC ACTRESSES ARE CUT. GERARD EVIDENTLY WAS CAST IN THE MOLD OF GENIUS.

I will forgive him and Danny for denying Kitty and I our anticipated show here if he makes on Broadway one day the success of which I think he is capable. I am sure that both Kitty and I will manage to have orchestra seats during the show's run.

As yet Danny has not succeeded in signing nan for a hoped-for three months' engagement during the peak of next season. For nan's salary is on the upgrade. Her next date is at an all-time high, \$1,500 per week in Nevada. Yes, Gerard is making good at his present assignment.

Nan still has hopes of getting that mink coat which was denied her when Gerard decided that single and double page advertisements in Billboard would be the better investment.

The famous Paul Bruun tells the Blakstone-Gerard story so well that it is finally published here altho written some months ago . . .

Nan Marches On!

Her entirely new act, now being created by Stephen Goodman, top Hollywood writer, and designed to take her away from her piano entirely, comes next!



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Ronald Aaron Gerard

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NEW YORK CITY

Now Booking Fall and Winter Season

The Billboard

The World's Foremost Amusement Weekly

News and Views Around D. C.

Miami Dreams Of Post-War

Voices With Curves

Commentators Now Capitol Hill's a Must Source

Thirty millions just a piece of what will be spent when it's all over

MIAMI, Oct. 14.—Big things are promised for post-war Miami, which should do much to increase this area as an all-year playground. Edward N. Claughton, who owns the Royal Theater, is in front with announced plans which include immediate erection of houses in Hialeah and Miami, as well as a modern 1,000-room hotel on the Royal Palm site, which he controls. Other buildings will be built on the site as material is available.

A proposed outlay of \$30,000,000 for the rehabilitation of present hostesses, and at least another new one, indicates the scope of contemplated improvements.

The City of Miami is having blueprints made for tunnels under the Miami River to handle traffic swiftly and go away with the present draw bridges which are so obnoxious to tourists.

New buildings for the University of Miami, Coral Gables and plans at Miami Beach for new hotels and department stores will add to the post-war boom in which showbiz will naturally share.

Capitol Club Ops Gripe at Stem Acts

WASHINGTON, Oct. 16.—Night spot ops aren't saying much about it but many are building up gripes against New York talent that will have post-war reputations not only here but elsewhere on the road.

The beef is this: Talent, short because of the wartime situation, is being mighty picky and choosy, turning up its nose at out-of-town bookings. This beef extends to music makers also, and this should be as good a time as any to let the boys know that they are building up plenty of ill-will which will be paid off after the wartime heat is off.

One op here put it this way: What's the point of going to New York to audition a band? You can never get the one you audition anywhere. Stem goes for talent. Ops find bookings are canceled and switched to the point where talent promotion is on par with rationing, liquor shortages and other current night spot woes.

Dough in the Bank
Top talent that is willing to play out-of-town spots, even for quick bookings, are doing the best as putting dough in the bank. Ops gratitude for those names willing to play west, south and north in town here is almost pathos for any name who has been out in the "retics" can testify.

Joe E. Lewis is as good an illustration as any. Lewis took time to respond Troika here, even the New York booking was awaiting him. Result is that not only Troika op is grateful but every name in town here is good word for Lewis and consequently any time he wants to come this way again he can "beat" about the spot.

Ops here make no secret of fact that they are waiting the "day." Once talent becomes plentiful again, and few doubt it, but it will be a long time before owners will call the turn, and those who are now shunning the out-of-town spots may find the going anything but smooth.

NEW YORK, Oct. 14.—Slickest managerial tie-up in a long time is case of Harry Conover, model man, who is now developing a trio of his lovelies as vocal group. If gals can sing, he can't miss, for he starts with a good set of curves, an asset on any stage. Gals, coached by Hal Kenner, arranger for Fred Waring, are Jewel O'Hara, Pat Powers and Mickey Ames.

Conover also has had a television department functioning for a long time now, and he says that if the first trio elicits he has plenty more fems where they come from.

"Skating Vanities" In Detroit Takes 35G in Five Days

DETROIT, Oct. 14.—The 1945 edition of *Skating Vanities*, produced by Herold Stein, opened into Olympia Stadium Thursday (5) for an 11-day stand, playing to 27,000 people, with a gross of \$35,000 in the first five days.

Show is running nearly one-third ahead of the 1944 edition which played here for nine days in February and turned in a gross of \$66,000. The present booking is expected to run around 80G by closing time Sunday night.

Discussions were under way this week with Fred Haner, manager of Olympia, for the 1945 engagement of the show, also dates were not set, pending definite shaping up of next year's schedule.

Boston Using Air To Sell All Forms of Show Business

BOSTON, Oct. 14.—Radio as a promotional medium for show business in Boston is in—badly definitely. The major movie companies, finding radio paying off best, have upped their budgets 10 per cent to 25 per cent over previous figures. One local ballroom, formerly using spot announcements, have gone a half-hour weekly remote session in place of the spot schedule, on the theory that 30 minutes of good dance music plus plugs make more value than wordage minus music. Two night spots have also gone in for radio time on a cash basis. The major nightclub here purchased five 15-minute evening stanzas plugging its new cocktail lounge, and both the Mayfair and Latin Quarter have turned to announcements spotted on popular local programs.

Altho all the major movie companies now have a similar check-out time to spend on radio locally, MGM is the only

Eighty-four newsmen in Senate radio gallery rep 24 stations and nets and the number set to grow solidly after war—no newscaster held without Washington background

WASHINGTON, Oct. 16.—There isn't a newscaster in Washington today who would give a plugged nickel for a chance to go to New York, but there are many commentators in New York figuring that it's time they shifted their base of operations to the Nation's Capital. Truewise commentators here figure that Washington is the news fountain head not only that it is likely to become more so in the post-war era and back up their assertions with plenty of facts, figures and savvy.

Here are some of the arguments being advanced to back up the contention that it is becoming increasingly difficult for a commentator to sit in New York and give anything but a pale rebash of the up-to-the-minute news.

All the policy makers are in Washington. The peace and the reconstruction will be made in Washington.

Tip-off to the importance of Washington as a news center is seen in the fact that five years ago, when the Senate radio press gallery was organized, there were 32 members representing seven organizations. Now, with the addition of a dental policy, there are 84 radio newsmen fronting 24 nets and outlets. Dr. Harold McGrath, Senate gallery superintendent, predicts the figure will be 200

in the next few years.

Growth in the gallery memberships has been matched by larger net news staffs here. NBC has 10 caaters doing a daily job; CBS has eight and the Blue has five, while the Mutual trails with three.

Newsmen here claim they hopelessly outclass the out-of-town talent and for solid reasons.

Off-the-Record Conferences

The War Department, to cite an example, holds two daily background, off-the-record conferences, to familiarize the commentators with the up-to-the-minute front developments. The Navy DeLury.

There is still another illustration. Immediately after the Dumbarton Oaks conference held at the State Department broke a "seminar" for the Washington newsmen at which all of the outlets were well represented. Lasting three most of an afternoon the State department briefing was signed at "acquainting" the newsmen with solid background for their reports.

Top Conferences a Must

White House press conferences point up the illustration still further. Washington eaters contend that it is impossible to give a complete and accurate picture of White House goings-on without being present. Frequently a short Presidential report to a query is vastly more important than a "hand-out." Likewise the Presidential manner may be of top importance on any of a score of first-run news stories. Why he brist, inductive, curt, evasive, angry. Attendance at the conferences, held twice weekly, is the only way to find out.

It is probably revealing no trade secret that net newsmen staffs are finding out-of-town sugared commentators getting more and more in their hair. It is not unusual for a "big-time" commentator to call up shortly before seek to go out on the air and read off a string of 26 or more queries the answer to but fast. Result is that newsmen here, already up to their ears in their (see *NATION'S CAPITAL* on page 4)

Portland, Ore., Uses Dances To Get 'Em Off Downtown Sts.

PORTLAND, Ore., Oct. 14.—To meet the downtown youth problem, the recreation bureau of the city park department and the Oregon State Police and Women are co-operating here in arranging a series of dances this fall for the teen-agers.

The first was held Saturday night (7) at Maseno Temple in recognition of the need for downtown entertainment under adult supervision, an activity that is normally to center in the residential districts. Bill Fischer's orchestra played the dance.

Co-operation of high-school principals has been obtained in this program, undertaken at the behest of the Inter-Teen Age Council.



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company with a heavy time schedule. Currently, that company has two 15-minute evening programs using live talent on WBZ; two 15-minute seasons networked from New York and aired over WJAZ and five 15-minute transcription shows over WEEI. They also have plenty of spot spots slotted with other Boston radio outlets, WJAZ and WJOP. Plans already set call for at least three more live talent shows to be aired from WBZ, using studio talent and music.

RKO Starts Parade

Pretty generally known is the fact that RKO was the first to break into the use of radio in Boston via a special picture promotion over WAAZ, when that outlet was Boston and Worcester, instead of strictly Worcester as of today. But under the present set-up, RKO is still a heavy time buyer when special productions hit (see *HUB USES AIR* on page 26)

In This Issue

Rads & Vaude Grouses	37	Lettings	23-29	Reviews, Music Club	24
Burlesque	38	Letter List	39	Vaude	25
Carvel	39-40	Music	39	Rink-Shots	27
Classified Ads	44-45	Broadway	40	Reviews, Shows	28
Cole Machines	44-45	House Previews	41-42	Reviews, Acts	29
Fairs-Exhibitions	40-41	Music Popularity Chart	42-43	Circus	30
Find Curtain, Births,	41	Movie Circuit	43	Reviews, Musical	31
General Outlook	43-47	Parade-Box	44	In Show	32
		Radio	45-46	Broadway	33
		Repetitions	47	Television	34
				Vending Machines	35

Old Standards Plague "Brains"

Thirty thousand set owners can't be wronged by government-operated web

LONDON, Oct. 14.—With the threat of further German bombings of the British Isles becoming more and more menacing, the resumption of BBC video transmission within the next two months is "a strong possibility," according to sources close to corporation big-wigs here. It is said that there has been heavy thinking along time lines and the BBC is set to open its video services shortly.

Two factors, however, stand in the way of active video, provided the government does not deem it dangerous to home reception. These factors are: (1) Difficulty of gathering together the former staff, and (2) the possibility that there will be an intra-corporation battle along the lines of the higher-low frequency fight in the United States.

There is a great deal of feeling here that recent developments in the use of higher frequencies make equal resumption of tele activities with the old equipment a waste of time and money. It is further said that getting back into harness on the old standards may put Britain on a subsidiary level with U. S. stations, thus illustrating that lead which BBC had over the States in past years.

However, the discussions of future policies, still not in the open, are being conducted on a little less hostile plane than the American battle, as there are an estimated 30,000 sets in good condition in the London area. These sets cost between 35 and 75 pounds (about \$140 and \$300, respectively), and the public would be after the directors with cricket bats if new frequencies made that comparatively large number of sets obsolete.

BBC Video Staff Scattered
The BBC video staff was dispersed on the day that the war broke out and put into other positions. Many of them are now key men in the greatly expanded operations, and these operations would not be cut until the war in Europe is won, if then. There are in the armed forces and certainly cannot be recalled. Gathering together a staff is considered to be the major problem, as it will mean a choice between one essential activity and a non-essential one.

On the other hand, there are those, however, who believe that the

WILLIE HOWARD Long Time Top Funnymen

WILLIE HOWARD continues day after day, week after week, month after month, year after year, gathering in big boys in his own inimitable fashion. The act's the same. On the other hand it's really never the same. Every few days Howard gets a fresh notion as to how to standardize those routines so that they can be done as standard as Willie himself. In night spots, on the air or in vaude, Howard is the same sock stock character, but does something else that he was in the *Pasching Show of 1912* and in every *Pasching Show* for he was. Nor does it seem possible that there hasn't been a name night club to which the name of Howard has not added later, but it is.

One year ago Howard had been discovered by a "new" critic. The odds are 10 to 1 that they'll be discovering Willie Howard again in CHI when he gets listed in Mike Todd's *Star and Garter* opening November 18.

Howard is that abominable anachronism, a standard-bearer of the box office in name and performance.

They remember him long after the shows in which he was starred can only be found in press books.

Salute the permanent star—Willie Howard.

Palisades Terp Spot Doesn't Open; Has AFM, Check Aches

SANTA MONICA, Calif., Oct. 14.—Lew Gray and his orchestra, along with Ray and the Western band, failed to appear here Thursday night at Palisades Ballroom, originally the LaMonica, when James C. Petrillo, American Federation of Musicians head, ordered the spot to remain closed until Tommy Reynolds had received payment on a \$3,850 check he was holding for an engagement last March. Reynolds' check is co-signed by Al Yohé, who managed the spot at that time, and Walter D. Newcomb Jr., owner of the Santa Monica Pleasure Pier and the ballroom.

Opening March 25, Reynolds was brought out from Roseland, New York, to play the date. Hitting odd weather, the spot folded. However, during the ill-fated run, Wings Maunio and Pinky Tomlin, who played swing-still seasons, were out. Reynolds was given a check which he still holds. While the check is signed by Yohé and Newcomb, the latter is the one to whom Reynolds, the plaintiff, in a civil suit for his money, is looking for payment. Newcomb has claimed that Yohé alone is responsible.

Newcomb recently leased the ballroom to the Yohé, Brooks and Gray, and things were set for a big opening. More than 3,000 invitations and passes were issued. At 4:30 p.m. Thursday the management was notified it could not open that night unless the Reynolds claim was paid. As the lease had been executed in good faith the lease set by waiting for Newcomb to settle. When no settlement came the people were turned away.

\$3,500 for Advertising
Jack Daly, who was to manage the spot for Mrs. Brooks and Gray, said approximately \$3,500 had been spent in advertising. Of this, \$2,000 went for radio spots, \$1,000 for newspaper and outdoor advertising media. Daly said he was about \$100 or so for lobby displays. While Daly would make no comment on whether a suit would be filed, he said that in the case, he said he felt that some one had slipped up. Opinion is that Newcomb

pointing to the relative success of American broadcasters with comparatively untrained local talent, who say that there would be little difficulty in assembling an intelligent group of technical men and training them to teletechniques under the eyes of a few top execs.

The danger from bomb attacks, of course, still exists, but it is felt that there is little to worry about. When the war started, tele was immediately taken off the air because the beam offered an effective guide for the Luftwaffe. Ordinary radio transmitters can be seen synchronized so that they presented a confusing pattern to Herr Goering's boys. With video, however, synchronization was not possible. All equipment was immediately stored for a time when it remains safe.

Londoners Start Writing
Today there is a great public and trade demand for the AFTM. After being used to a daily diet of five hours of telecasting—the BBC aired for almost three years—the viewers find themselves missing it. Untrained local talent in Normandy, most people kept silent, because they realized that accurate records made it necessary. However, the immediate danger has passed. Londoners have started to write the corporation asking for resumption of activity.

Former technical staffers, too, have been writing in asking that they be returned to their former posts.

It is understood that one of the foremost advances in video production activity is the standard Cook, BBC director of television. Cook, in a recent broadcast, told of his desire, and the desire of his former colleagues, to pick up where video was left off in 1939.

At this juncture it seems a safe wager to say that BBC video production is climbing once again to the regular tele service in history, will soon be back on the air.

should have cleared way before leaving. Another angle is that Local 47, AFM, cleared the bands for the musicians' salaries as well as purchased necessary licenses to operate.

In addition to having the approval of Local 47 on the date, this management had posted bond for the musicians' salaries as well as purchased necessary licenses to operate.

Spiko Jones a Little Involved
Spiko Jones and His City Slickers are slightly involved in the deal, as a contract had been signed for the group, billed as "Spiko Jones and His G.I. Minstrels," to appear October 27 thru 29 for nights and a swingshift. Jones was to draw \$1,000 from the engagement but he did for the same run at the Aragon in near-by Ocean Park some months ago. The \$2,750 was to have been paid on the strength of Jones's own cash engagement.

Newcomb could not be reached for a statement. The Palisades was so named by Yohé. Plans was to open last March after being dark 12 years. Approximately \$20,000 was spent redecorating. Following the closing then, Tommy Dorsey, thru his representative Arthur Moench, attempted to buy the spot. After some dickering the deal was called off.

No future date for the Gray opening has been assigned. Daly said he hoped some agreement would be reached between Newcomb and the international so that the spot could be opened, getting some return on the money already expended.

Each Territory Indie Case in Des Moines

DES MOINES, Oct. 14.—Internal Revenue Department did a complete turnabout on Danceland, Cedar Rapids, Ia., and has now classified the spot a ballroom and not a cabaret.

Danceland was reclassified last spring as a cabaret and after a rehearing was designated a ballroom and subjected to 20 per cent tax on admissions only. Under the cabaret tax it meant taxing drinks, refreshments and checkroom.

Several other Iowa ballrooms are also under the cabaret classification and rehearings have been asked. Each location must be passed upon individually by the department.

WSB Steps In On Carle's RKO Deal

NEW YORK, Oct. 14.—Frankie Carle's deal with RKO for a pie is currently being set up by a subsidiary of the War Stabilization Board in Washington demanding an accounting of the pianist's salary for the last year, October 1, 1943.

Question came up over matter of how much dough Carle can get on his contract with RKO. WSB is usually adamant that Carle get not too much greater than previous years.

Punny part about the whole situation is that Carle has only had his hand a little more than a year, whereas the inquiry runs back into '43 when he was planning for Horace Heidt. Yet expected to make \$100,000 for a RKO season in New York, New York, for nine weeks, Carle makes pie for RKO as soon as the matter is cleared up.

Reverse Promotion

ERIE, Pa., Oct. 14.—The college women of Erie sponsored a simple campaign to raise money for the Erie Templeton. The tickets were sold to \$3.50 and the sale campaign was opened a week later. A new advertising campaign was opened thru the press and radio to buy tickets back.

The public demand for duets became so great that the sponsoring officials advertised for two weeks in the hope of picking up tickets held by friends of the organization who might not particularly be interested in the performance.

Nation's Capital A Must Source For Radio News

(Continued from page 3)

own casts, have to drop everything and give info that the out-of-towner would customarily know if he was on hand to get the "feel" of the news pulse here.

Typical of news reps among net execs for the Capital is a news center in the smartly run CBS staff here under veteran Bill Wood. A European veteran of the Old World, Wood insists that he men go out and cover the news themselves and then put it together and air it on the CBS. To illustrate, he had three men on hand at the recent State Department "seminar." They, along with their net rivals, are familiar figures at the White House too.

Swing Operating Out of D. C.
Raymond Graham, Swing has set the pattern to come, many here contend. Swing, bag and baggage, is now operating out of Washington and reportedly from a complex that is in the city when he was trying to handle someone else's copy out of New York.

Radio newsmen here are learning all of the tricks of the trade and scoop is as sweet to them as it ever was to the old Park Row set. John Charles Daly, CBS, proved the point at the Democratic Convention at Chicago when he whipped out a mike as Senator Jackson (Ind.) was about to reveal the President's letter on the "vice-presidency" and won himself and not a nice heat.

While not deprecating New York, Washington newsmen contend that the big trick is becoming just a transmission head for clearance of news. To keep abreast of the news, they argue, there is only one place to be and that's Washington.

In tune with this new attitude all of the nets have gathered staffs here that rank with the best in the biz.

Washington Staffs
CBS has Bill Wood, Joe Harnish, Bill Henry, Fred Coyle, Fred Coyle, Bob Evans, Joe McCaffrey and John Charles Daly.

NBC has 10 in their staff, with Bill McDonald, Morgan Bentley, Richard Harkness and Lefty E. Barrying the head.

Blue has Art Godwin, Hilman Baukhage, Martin Argonoff, William Hillman and David Willis.

ABC has Bill Compton, Fulton Lewis Jr., and Billy Replogle.

All are rated top-flight newsmen, able to cover any assignment and put it down in short, terse language for rapid-fire delivery as the news breaks. Results is that Washington today stands atop the news pile with sharp hustlers carrying the ball and frequently for the high-priced commentators, who are not so much relying heavily on Washington for the news score. Eventually the dough, like the news, will be here, the boys argue as their final reason for sitting tight.

Billboard
Cover Feature

STOCK TICKETS	
1000 Seats	\$10.00
500 Seats	\$5.00
250 Seats	\$2.50
100 Seats	\$1.00
50 Seats	.50
25 Seats	.25
10 Seats	.10
5 Seats	.05
2 Seats	.02
1 Seat	.01
ROLLS 2,000 EACH	
Double Coupons	\$1.00
Single Coupons	.50
No. C. O. Order	
Sole: Single Trip, 12¢	

SPECIAL PRINTED	
Cards With Order, Please	
2,000	\$4.20
1,000	2.10
500	1.05
250	.53
100	.21
50	.11
25	.06
10	.03
5	.01
2	.00
1	.00
Rolls 2,000 EACH	
Double Coupons	\$1.00
Single Coupons	.50
No. C. O. Order	
Sole: Single Trip, 12¢	

THE TOLEDO TICKET CO.

Tele: (Ticket City) 2, One are correct

we're in cahoots with the stork



If you think this war has raised the industrial-production birthrate, wait'll you see what happens when peace comes! Countless new products and services, conceived in wartime for delivery after the armistice, will need more than a deckle-edged announcement card to herald their arrival.

And that's where **MUTUAL** fits in. This is the youngest of networks. It is also the largest. During the decade since it was first born, **MUTUAL** has rendered obstetrical aid to more infant industries than any other network. And how our babies have grown!

In case *you* are planning a postwar baby, lend an ear to some of the reasons why you should consult us at once:

The best time periods in radio are now available on this network—even at peak listening hours like 8:30 or 9:30 p.m.

We get closest to the most people with the most stations—242 all told, over half of them in markets where no other network has an outlet.

*The best time buys on the air are now available on **MUTUAL**—less than \$7,550 a week, for example, for an evening half-hour on the full network.*

And even if you haven't a postwar infant on the way, it'll pay you well to investigate our services. We take excellent care of the adolescent and the middle-aged, too.

this... is **MUTUAL**

★ MOSS PHOTO REPRODUCTIONS

MADE FROM YOUR PHOTOS OR NEGATIVES

PAYE THE WAY TO SUCCESS

Get Moss faithful reproductions, any size or quantity, to use on your promotion or publicity—as low as 5c each for glossy 8x10's made from your photos or negatives. Write for samples, How To Sell Yourself; free samples, price list B.

★

MOSS

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8 x 10
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100 .5-6.60
POSTCARDS 2c

OWI Boss Davis Not Adverse to Shortwave Job

WASHINGTON, Oct. 14.—OWI Chief Davis, admitting that his job will be washed up with the war's end, is being groomed in Congressional circles as post-war boss and voice of America's shortwave radio program, which he promises little taste for the job.

Intending that he has done, and, in fact, a bang-up job as OWI boss, Rep. Bloom is negotiating congressmen to set up a co-ordinated post-war shortwave radio with Davis as head man. Davis has hand into glove with the king of some in the industry.

He told *The Billboard* that he is "committal" on the future but did like to return to radio. "Once I had a taste of radio it's hard to get of going back to newspapers," was his way he put it. At the same time, he admitted that he was giving light to the Bloom scheme but pointed out that it is pretty much still in a nascent stage.

Others here claim that the OWI czar outgrown commercial radio and had been drafted to carry on the job of getting America's post-war voice over in peace as in war. It is that if IRAC plans, now being discussed at FCC hearings here, go international may be out in post-war communications plan. Most of us say, however, that IRAC scheme is "nationalist" and will be ditched.

Would the industry come forward with a scheme for an independent agency to control and operate nation's shortwave, Davis would unquestionably find support on Capitol Hill as top man. He said he could write his own ticket, even disgruntled OWIers have had cause for concern with his handling of tickle-war information job.

Subversive Davis has learned plenty, his propaganda came today from A. and has proved more than his main. He and his company, Bloom and his, here say job will be doubly important after war when re-educating of war-indoctrinated Europe will pose problems for U. S., England and France.

Banking of 200,000-watt and other shortwave radio is the last thing you can Capitol Hill want. Idea is eugenics was gained the hard way to surrender it now would be next day. Hence sentiment for Davis an independent agency, seems to no one but Congress, seems to gain support as war's end approaches.

C Gets a Rep sToughMarket

(Continued from page 6)
rated N. E. as a market and as a net producer.

pull-off to the "struggle to survive" is mortality rate among outlet personnel. Turnover is easily nation's with Bill Murdoch, WTOP sales exec, noted out as unique character because he managed to survive 10 years in market. Others, noted as top-flight, advance billing, have faded, often after a year.

Unlucky Middle-Class Market
Market is unique because it has virtually no industrial base, as in Chicago or Detroit, is prominently white-collar, up-middle class. While this makes for very retail sales it also presents special problems of its own. Notably the market closed to sellers of "fancy peppermints" to go over in restricted labor markets. On the other hand it offers plush lines for those seeking to reach buyers interested in cars, electrical gadgets, fashions and other upper-income-bracket selections.

Post-war, when industry will seek outlets for now undreamed of new, should make Washington No. 1 net for radio time. That stations are of coming trends is indicated by the end-scenes preparations for things come, with Merle Jones running WOL, new top faces at practically all things outlets. It's going to be a tough job, but all the generalists fight clean.



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for evening programs

VOL. I. No. 21E

OCTOBER 15, 1944

PROGRAM	HOOP- ERATING	WEEKS DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
BOB HOPE	24.6	230	NBC 135	Service to Front—CBS Gram Swing—Blue Hicks—Blue Amer. Forum—MBS Kuhn Ork—MBS	Feote-Cones & Bode	The Pepsi-Cola Company	\$15,000	\$ 609.76
EDGAR BERGEN	22.7	287	NBC 135	Blondie—CBS A. L. Alexander—MBS G. Field Choir—Blue D. Thompson—Blue	J. Walter Thompson	Standard Brands (Chase & Sanborn/Coffee)	\$14,500	\$ 638.77
WALTER WINCHELL	22.4	574	Blue 169	M-G-Go-Round—NBC R. Digest—CBS Steel Horizons—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 6,000	\$ 267.86
JACK BENNY	21.2	461	NBC 141	Kate Smith—CBS Drew Pearson—Blue Headlines—Blue Tony Pastor—MBS	Ruthrauff & Ryan	Amer. Tob. Co. (Lucky Strike)	\$22,500	\$1,061.32
JOAN DAVIS- JACK HALEY	19.3	61	NBC 73	Starlight Serenade— MBS Corliss Archer—CBS Spotlight Bands— Blue Coronet Story—Blue	McKee & Albright	Sealtat (Milk & Ice Cream)	\$ 6,500	\$ 492.23
SCREEN GUILD THEATER	18.8	210	CBS 123	Contented Hour—NBC Gram Swing—Blue Ted Malone—Blue Gladstone—MBS Tony Pastor—MBS	Blow	Lady Esther (Face Powder)	\$10,000	\$ 531.91
LUX RADIO THEATER	18.5	453	CBS 142	Various—NBC Various—Blue Various—MBS	J. W. T.	Lever Bros. (Lux)	\$16,000	\$ 864.86
KOLLEGE OF MUSICAL KNOWLEDGE (First half hour) (Kay Kyser)	15.6	326	NBC 136	Great Music—CBS Gram Swing—Blue Ted Malone—Blue Cab Calloway—MBS Tony Pastor—MBS	F-C&B	Amer. Tob. Co. (Lucky Strike)	\$10,500	\$ 608.97
EDDIE CANTOR	15.6	341	NBC 130	Sinatra—CBS Dunnington—Blue G. Heaster—MBS Screen Test—MBS	Y & R	Bristol-Myers (Sal Hepatica)	\$13,500	\$ 865.38
TAKE IT OR LEAVE IT	15.3	232	CBS 142	H. of Charm—NBC Life of Riley—Blue Goodwill Hour—MBS	Blow	Eversharp (Pens, Pencil)	\$ 4,500	\$ 294.12
YOUR HIT PARADE	14.8	405	CBS 140	Barn Dance—NBC Can You Top This— NBC Boston Symphony— Blue Spotlight Bands— Blue Chicago Theater— MBS	F-C&B	Amer. Tob. Co. (Lucky Strike)	\$11,500	\$ 777.03
FITCH BAND- WAGON	14.3	318	NBC 135	Kate Smith—CBS Gram Swing—Blue Weik Ork—MBS	L. W. Ramsey	F. W. Fitch Co.	\$ 4,500	\$ 314.69
DR. CHRISTIAN	13.9	810	CBS 132	Carton of Cheer—NBC My Best Girl—Blue Stop That Villain— MBS	McCann- Erickson	Chesebrough Mfg. Co.	\$ 4,800	\$ 323.74
MR. & MRS. NORTH	13.7	93	NBC 129	Various—CBS Various—Blue Various—MBS	Lennen & Mitchell	Jergens (Woodbury Soap)	\$ 8,000	\$ 218.98
FRANK MORGAN	13.7	219	NBC 129	Suspense—CBS News—Blue Lum 'n' Abner—Blue Sizing News—MBS Sunny Skylar—MBS	Benton & Bowles	General Foods (Maxwell House)	\$12,000	\$ 875.91
WM. L. SHIRER	6.1	107	CBS 135	Symphony of Air— NBC Hot Copy—Blue The Shadow—MBS	J. W. T.	J. B. Williams Shaving Cream	\$ 2,500	\$ 409.83
JOHN CHARLES THOMAS	6.0	79	NBC 137	W. News Today—CBS Sun. Vespers—Blue R. Rogers Ork—MBS	McCann- Erickson	Westinghouse	\$ 8,500	\$ 416.67

The average evening audience rating is 8.4 as against 7.5 from last report, 8.6 a year ago. Average eets-in-use of 27.7 as against 24.9 last report, 27.6 a year ago. Aver-

age available audience of 76.9 as against 75.7 last report, 77.7 a year ago. Sponsored network hours reported on number 83 as against 82½ last report and 73½ a year ago.

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Radio and TV Industry Fights FCC

Coast Execs Take Unions

Scales in pic industry and "rules" will up costs plenty for video ops

HOLLYWOOD, Oct. 16.—Motion picture brass hats who publicly state that television is no threat to screen biz are nevertheless doing their best to make certain that video production eventually will cost about the same as motion pic.

Meetings have been held during the past week with several of the union heads in the scenic and camera fields to establish the fact that TA should be thinking seriously of getting into the video picture before the NAABT, ACA or IREW, three other unions in the field, become so well established that it may be impossible to uproot them.

TA scales in most cases are far higher than the radio unions' and these restrictions which force the employment of two and sometimes three men where one is now employed, during the present television studio operations. Video men contend that the increased number of men must be paid for the air-pie operation. Besides, they're not worried about the extra man power that the pic industry might need on them. What does throw them is the possibility that process shots and miniatures might be done by the radio and scenic unions. If this were done, and the video producers were forced to use "full-sized" data and regular setting, the production costs would skyrocket so fast that, say the television policymakers, the new television field would be held back years—if not entirely washed out. They point out that most of the costs during these experimental days are designed and painted by the same people, that they're made and painted by artist-instructors in learning what the ionosphere can and cannot pick up. They cost about 1/10th of what they'd cost if they were constructed and painted in the union studio shop. And since they're used just once they don't justify the higher charge, say television ops.

"Equal Costs a Must," Say Pix
The pic boys on the other hand feel that anything that comes with the video scale will be forced to operate under the same standards that they do—and they're going to do everything to make television entertainment is going to cost plenty.

As a matter of self-protection all the major pic outfits want to be in the operating of a station but thus far only Paramount have and in New York (DuMont) has edge in. RKO pic now has a piece of DuMont, too, and several MKO exes are quoted as saying, "We expect to find out in the next few weeks whether an expensive operation while we own a little piece of a station."

Still Tougher on Set Boys
Even with the expense thing worrying the boys who are now skidding around town in electric cars, program heads agree, there are still other aches for the boys who are building and painting sets. Even in the union field, it's estimated almost a 10 to 1 bet that television won't be able to avoid having them build and paint scenery. The question is whether to set builders of today? The scenic unions in New York and other spots are united to new members, and have been for some time. For that the boys and girls who are doing 18 hours a day helping the tele medium grow will be put in the cold without a leg to stand on. "Didn't they operate in a unionized field without being union

Peace Plus 18 Months for Public Tele—Baker

BOSTON, Oct. 14.—Radio industry will be entirely released from government control after the defeat of Germany, predicted Dr. W. R. G. Baker, vice-president of General Electric Company and chairman of the Radio Technical Planning Board, this week. He went even further, however, at a meeting of the International Municipal Signal Association. He said that the radio industry would be able to supply the public with television sets within 18 months after the war.

Dr. Baker pointed out that the radio industry employed some 80,000 persons before the war and that it expanded to 320,000 during the war. The number will be cut down, he said, but the industry will probably continue to employ about 150,000.

But the important thing, said Dr. Baker, is the training in electronics which thousands of young men have received and the industry hopes to absorb them because it needs their training.

Roberta Hollywood Begins to Collect

NEW YORK, Oct. 14.—Roberta Hollywood, pianist-entertainer who has appeared on NBC's "Broadway Vision" and "The Lever Boy," weekly shows, has signed with Station WKY, Oklahoma City, for a six weeks' tour.

Station will take Miss Hollywood all over the State, beginning November 1, in a special tele. The portable equipment for the tour will be part of a campaign which will tie in with the station's recently completed 917-foot tele tower.

General Amusement Corporation has booked Miss Hollywood, who is taking out \$500 a week clear.

members? That's what the union scenic men put it.

No Answer Yet
There's no answer to the situation . . . Yet, network men are looking the pic union threat right in the eye. They've started calling camera men. One studio will shortly put out an official ruling that video uses no camera—only konoscopes. Use of strictly video terms is going to be insisted upon. They're going to talk about mosaics, not anything but pic terms. They're even looking for words to replace painting, dissection and dissection. They're also using other terms "lifted" from the motion picture industry.

And the scenic industry is that the pic unions threaten, if left alone, would enable video to grow without being an ABA and carrying the weight. They realize that the air medium means thousands of new members located all over the U. S. and it could build a solid union organization with employment in all different income groups, the scales are tipped in the pic industry's favor. They are now, however, making their dough in pictures and the picture boys know how to work with and understand the side on which their bread is buttered. Of course, they are not alone. They realize that the most part the pic industry hasn't had any great union problem, "there's so much dough in the field that no matter how much the pic industry gets—there plenty more to go around."

More Uleers
That's not going to be the same in television. The picture boys are off—at the box office but at the sales counter and advertising can carry just so much and no more, to quote. The picture boys are getting into just things about pictures that fly thru the air with the greatest of ease.

NBC Gets Interest And New Members

CHICAGO, Oct. 14.—Increased interest in the newly formed National Television Council (The Billboard, October 14) is being shown by industry leaders here and in other cities.

Chicago radio leaders, who joined the council this week were: Ed Boroff, vice-president of Bluea Central Division; Howard Lutgann, chief engineer for NBC here; P. Clossen, Zenith tele exec; Dick Graver, vice-president of the Admiral Radio Company; George P. Uleagan, general manager of Soundies; and Charles W. Payne, district manager of the Austin Company, which has plans to construct television stations.

Membership inquiries were received from New Orleans, Pittsburgh, Cleveland and Detroit.

CBS

(Continued from opposite page)
of extremely long shots that detracted a great deal from the show.

A good deal of the slush has been extracted from Vera Masey's Will You Remember, leaving her only with some of the vilest lighting this side of Lum's Gardens to contend with. The slush in picture slush had her placed next to a bright lamp, was bad enough to merit some sort of booby prize. The light took her away from the singer. Several other shots put her in a position where the glare was so great as to obliterate her features and in others it was so dark that she couldn't be seen at all.

Some of the best animation that we have ever had the pleasure to see highlighted the new CBS comedy, Jackson, starring by Ed Holmes, turned in a fine performance. Sequence of still pictures from the show. This talk was also neatly done. *Mary Schneider.*

NBC

(Continued from opposite page)
will illustrate the shopping around for camera angles while the pianist is playing Chopin is as wise as a girl using lip stick while kissing. Typical of most of these presentations were the missed cues and one or two pauses where the viewer wondered if the pianist was waiting for applause—while the applause wouldn't be a bad idea when a pianist of Kappell's ability is at the ivories. Keep that camera alive, boys, it will keep viewers' nerves.

Piece de resistance of the hour's entertainment was the Horace Ferris Dance, as rowdy a half hour as has hit the visual air. Ernest Colling, who produced the gag, deserves a dose of whatever should be done to give due credit in bare feet. Altogether there were more than 20 performers, including a real horse on the barn at it, never once seemed crowded, and while a maximum of clarity was achieved only in close-ups it still was a piece of work. The CBS tele sale falls. Some of the make-ups were slightly on the corn side, but despite the fact that there is never once seemed crowded, and while a maximum of clarity was achieved only in close-ups it still was a piece of work. The CBS tele sale falls. Some of the make-ups were slightly on the corn side, but despite the fact that there is never once seemed crowded, and while a maximum of clarity was achieved only in close-ups it still was a piece of work. The CBS tele sale falls.

NBC proved in this session that fairly sizeable groups can be handled by today's equipment. The CBS tele sale falls. Some of the make-ups were slightly on the corn side, but despite the fact that there is never once seemed crowded, and while a maximum of clarity was achieved only in close-ups it still was a piece of work. The CBS tele sale falls.

FCCS Against Fie as FCC Claims

Net Still Fights for 'Quality'

(Continued from page 5)
among execs. His reported resignation shortly after elections was the main topic of speculation with many now doubting that he has any intention of stepping down until allocations are made.

Deck Six Months Ahead
View of many was that it will be at least a six months' job to finish allocations and that Fly would not bother sitting thru hearings unless he intends to see job out. Hence, he may still be around next June and still may figure in "gutting" talk then. Allocations are believed one of the "hops" he referred to as being unfinished when he promised to quit. Best info is that comish has not met together since once to talk allocations since hearings; probably won't until all data is in, and State Department intervention policy defined.

How impressed FCC by evidence on tele thus far is also a matter of speculation today. Members listened carefully, respectfully to both Smith and Rad. Questioned, both made commitments. Smith held that super high frequencies are necessary to both reception and transmission. He predicted that after the war apparatus will be available for these purposes. Philco also predicted lower cost sets as required by FCC. RCA, however, went all out for the present tele band, but urged that it be made "continuous." The FCC, G. S. Smith, said, "within three to six months of full-fledged commercial production of radio and television sets."

FCC spokesmen, in addition to citing own technical experience in higher frequencies, cited Zenith, G. E. Federal Electric, RCA, and other corporations. Western Electric experiments to back up higher frequency claims for best tele reception, and tested minor bombarded by revealing that its super high-frequency transmitter for commercial use is within eight months of completion.

Theater Tele Not Far Off

Glving tip that theater tele may not be far off, Smith recommended that "experimental" channels be reserved for this service. While pointing out that more data is needed, he nevertheless said that no new exists for this purpose. Only other big surprise of week was CBS recommendation of 100 frequencies to set aside for FM. FCC also recommended 75-100 channels between 41 and 66 me, 10 of which would be for "educational" use. CBS also recommended that educators build 15 channels. CBS said proposal would allow 4,000 to 5,000 FM outlets, make new field completely "democratic." TRAS, reported backed by RCA, was urging narrower FM bands but FM associates were pressing for wider bands, saying "ridiculous" as basis of their argument.

Other highlight of past week was March of Time's new step further in "subscription radio." Aim would be to "mark" channels so that listener would have to rent gads "eliminate" beep note in return could get on-commercial model, consumer buying advice, community services.

Vallee Gets MOT NBC Slot

HOLLYWOOD, Oct. 14.—Rudy Vallee has moved to the Saturday night slot by March of Time, it was officially announced by NBC this week. Switch will be made on Thursday, November 9. Vallee's final show on the Saturday night slot, November 4, March of Time goes to the Blue Network.

THE MUSIC OF THE FUTURE

Lee Castle Set For N.Y. Capitol Build-Up Sans \$

NEW YORK, Oct. 14.—Lee Castle, new band that's getting a big time break by singing into Hotel New Yorker November may do a doubleheader and step into the Capitol Theater around middle of December. Altho contracts aren't signed, deal is reportedly on the way. With Castle said to go into the local theater about seven weeks after opening at New York. This is second new band to get break at Loew's Main Stem flagship.

Bob Strong, who had been at Glen Island Casino all summer, follows present Horace Heidt show, going in either October 22 or 29.

Neither Castle nor Strong will meet much moon. Castle's figure not being known but figured to be somewhere around \$3,000, while Strong is reportedly getting around the same amount, probably a little less. However, it's a prize job for both bands and marks a departure in Capitol's format of only bringing in one name. Both bands, however, are sandwiched in between top bands; Strong follows Heidt, to be followed by Jimmy Dorsey, then Castle and then Tommy Dorsey after the first of the year. Castle, now at Frank DeLia's Terrace Room, closes earlier than expected, leaving October 16 to go to the nightclubs. Jimmy Palmer comes in on the 17th.

Archer Ballroom Cirk Sets New Mgrs. and Welk

DES MOINES, Oct. 14.—Archer Ballroom circuit is readying for the winter with the reopening of the Chermot Ballroom, Omaha, scheduled for October 21 and several changes in the managerial set-up for the company.

Tom Archer, firm head, has announced the appointment of Eddie Schima, present manager for Archer of the Froghop, St. Joseph, Mo., as general manager for the circuit. The new set-up will enable Archer to devote more time to other duties. Since the start of the war, Archer has been developing a radio plant and holds an interest in the Taylor Wilson Transmitter Company, Los Angeles.

Maurice Cook, former musician and teacher at Mayville, Mo., was designated manager of the Froghop to succeed Schima, and Eddie Gilmartin has been named manager of the Chermot. Cook is succeeding the late Ed Walsh. Other managers are George Crow at Sioux City, Ia.; Ben Abel at Sioux Falls, S. D., and Jack Hall at Des Moines.

The Chermot, Omaha, was destroyed by fire last winter and rebuilt this summer. Jimmy Bland will open there on October 21, with Lawrence Welk playing the following night. The same policy will continue at the Chermot as in the past. The calendar ends on Wednesday, Friday, Saturday and Sunday.

Archer's plan for the winter includes booking of name bands whenever available. He has Welk booked for the entire circuit. Also scheduled is Louis Armstrong and several other name bands.

Lincoln Music Still Looking for Buyer

NEW YORK, Oct. 14.—Lincoln Music, reportedly on the sale block for some time, was given a nice last week when Owner Abner Silver asked \$50,000 for the catalog. There is no word as to deal going thru, with one of major firms looking catalog over, but when figure above was reached, deal topped.

Silver bought the firm from Andy Weinberger and Artie Shaw some time ago for a reported \$25,000.

Krupa T. D., Cab, Sherwood and J. D. Set for Chi Sherman

CHICAGO, Oct. 14.—Sherman Hotel's policy of catering to investors by featuring swing bands in its Panther Room will continue thru 1945, with bookings already set for the next two weeks.

Since the first of the year the room has had Cab Calloway, Glen Gray, Jimmy Dorsey, Teddy Powell, Louie Armstrong, Tommy Dorsey, Sonny Durham, Woody Herman, Charlie Spivak, Jerry Wald and Les Brown. At present Bob Chester is holding forth there. Line-up for the next several weeks has Gene Krupa booked in for a six-week run starting October 26; Tommy Dorsey, December 1; Bobby Sherwood, December 15; Cab Calloway, December 31; Hal McIntyre, February 2, and Jimmy Dorsey, March 2.

Of the 15 dates, since the first of the year and those booked up to March 2, nine have been handled by General American Corporation, the rest being set by Music Corporation of America.

Shaw's Tour Set; Asks 13G Per Week

NEW YORK, Oct. 14.—Artie Shaw's new tour has been definitely set in a series of bookings by William Morris Office, with first date set for Minneapolis week of December 1-3, the first of the year and those booked up to March 2, nine have been handled by General American Corporation, the rest being set by Music Corporation of America.

SPA Asks 1 Per Cent of Writers' ASCAP Take To Fight E.B. Marks-BMI Suit

Eighteen Sign Appeal for Vital Dough

NEW YORK, Oct. 14.—In what is probably one of the most direct appeals yet made to ASCAP members' association, Songwriters' Protective Association last week sent letters to some 1,600 writer-members asking them to contribute 1 per cent of their ASCAP earnings for the year for the purpose of fighting the present E. B. Marks and BMI members' suit. Consequently, SPA. It's estimated that revenue from the appeal will amount to somewhere around \$40,000, which will be used to pay the lawsuit and the law firm of Hays, St. John, Abramson & Schyman, SPA's attorneys.

SPA members are asked to authorize a 1 per cent deduction, beginning the last quarter of this year, to be set up in a special bank account, with names Taylor, Oscar Hammerstein II, Edgar Leslie, and Sigmund Romberg, proxy of SPA, having the right to sign checks. The question of how SPA would pay its law bill on the above case, which has been running for sometime, has come up intermittently at SPA meetings lately, although the 1 per cent idea, endorsed by most of the top writers on the street, will probably be more than acceptable and easily meet the cost.

BMI-ASCAP Hangover

Suit, of course, stems from the BMI-ASCAP fight, with E. B. Marks withdrawing from the Society and going over to BMI. At the same time, according to

Blue, Victory, Square Deal, Unity, Lyman's Groups Run

Split in administration ranks makes current balloting wide open for any one of the five, with Aron's, Fleisig and Rosenberg's groups all confident of being tops in '45

NEW YORK, Oct. 14.—What started out a month ago as a fight between the Ins Unit (Unity Ticket) for control of Local 802, AFM, has become a five-sided battle. The most spectacular being the Square Deal Party, headed by Max L. Arons, Arons bolted the Blue Ticket this

week, announced the formation of the Square Deal Party and his candidacy to oppose Jack Rosenberg as proxy of the musicians' union.

Alco Lyman, rock leader, says he is setting up a new party, rounding up a slate and will be in the frame by next week with a platform and plan of action.

Louis Weissman, former official who was defeated by the present administration 10 months ago, has a group of musicians which calls itself the Victory Party. The Victory boys will make announcements of slate and platforms within the next few days.

The split in the Blue Ticket came as a surprise to many musicians who had thought of the Blue Ticket as a united front. At first it looked like a personal feud between Rosenberg and Arons, but within a few hours two other Blue officials left the Blue Ticket to run for office with Arons under the Square Deal banner.

Edward Hiron, member of the trial board of the local, is slated to oppose William Feinberg for the secretaryship; Frank Garlo, also of the trial board, threw his weight in for the new party, and Sidney Brande, former Blue official before his resignation, will run against Dick McCann for vice-president.

Arons announced that the rest of his

ticket will be composed of "the best men of all factions, including some members of the Unity Ticket. It is known that Sol Gussakoff, who ran for proxy on the Unity Ticket in the last local election, and Hyman Grossman, who was also on Unity's slate, are sketched for candidacy on one of the boards (either trial or executive) on Arons' ticket. Johnny Sylvester, who was a candidate for trial board with Unity last election, has left the Unity group to join the Square Deal party.

Arons points to the 1942 election of the local, when he personally polled 3,681 votes against Rosenberg's 3,594, as an indication of his popularity among the rank and file.

Square Deal Statement

In statements to *The Billboard*, Arons, Brande and Hiron explain why they left the group, which they say carried for five terms (10 years). Arons said:

"After having served the membership of Local 802 faithfully for the past 10 years, I have decided to leave the head of the collection department and delegate to the national convention. I find that I can no longer tolerate the incompetence, negligence, irresponsibility and dictatorial attitude of President Jack Rosenberg.

"I have never bowed to his attempt of making puppeteers out of all Local 802 officials, and an unwilling to sign any name alongside of him on the Blue Ticket at the coming union election December 7.

"At the urgency of the membership, who are also disgusted with the total neglect and inefficiency Rosenberg has brought into office, I have consented to place my name in nomination for the presidency of Local 802 and to head a ticket which will give an honest and sincere administration and hold itself responsible to the membership at all times.

"I have always been a firm believer that the members of Local 802 are the employers of their elected officials. To my complete disgust this has been the case since the time of the election of his cronies. 'The membership be damned' has been the attitude which has characterized the actions of Jack Rosenberg and his named subordinates.

"I have always fought for the musician; protected his rights against employers, fought for his economic well-being in the way of his employers, not any one of us boys fought to preserve the best interests of musicians.

"I have spent 10 years of my life fighting for the musician, for the preservation of the musician and the principles of trade unionism. I have never lost sight of the fact that the membership of the union are my employers, not any one official. This will always be my pledge.

Rosenberg Claimed Unfit

"Rosenberg has proved by his conduct that he is unfit to hold office—the president of the union. I am confident that December 7 the membership will vindicate my stand against Rosenberg and incompetent administration at the voting booth.

Sherman Brande's statement reflects Aron's attitude toward Rosenberg:

"I was a member of the Blue Ticket (See FIVE PARTIES on page 11)

the letter sent to SPA members, "The Marks Music Company claimed full ownership of the small performing rights which had been vested in the Society, asserting, in addition, that it had an absolute right to deal with these rights as it saw fit, without the consent of the writers or of ASCAP."

Later BMI and Marks firm started a suit against ASCAP and against the following writers: Bud Green, J. Rosemond Johnson, Lew Pollack and Ted Seymour, all of whom had had compositions with Marks. The case comes up for trial some time this fall.

Life or Death

In the letter SPA made it certain that the case was life or death to the writers as far as determining whether they had any say-so in the matter of whether a publisher can place the small rights anywhere he wants without consulting the writers. The letter goes on: "As you are well aware, we writer members of ASCAP are well known for the publishing members, signed new agreements which extend until 1955. Nevertheless, the court, in the suit against ASCAP and the writers, will be asked by BMI and Marks to decide the question whether a publisher who leaves ASCAP can withdraw the small performing rights which were vested in the Society by the writers and can dispose of it without the consent of the writers or of ASCAP—in (See SPA MEMBERS 1% on page 17)

DAY COMING TO THE CITY

Still Looking For Big Stick

Victor and Columbia still fighting for what they feel is a basic principle

WASHINGTON, Oct. 16.—Events of the past week continued to bear out Capitol Hill feeling that Petrillo has won his case and that nothing can be done to force him or the American Federation of Musicians to accept for RCA-Victor or the Columbia Record Company.

Also there was considerable amazement on the Hill that Petrillo did not agree to go to work and play for the disk organizations now, and fight later, many labor authorities agreed that he would have been giving up a top advantage if he had done so—an advantage that comes to a labor organization but once in a lifetime.

As matters now stand, Victor and Columbia are not, as tabbed by many of his groups, fighting for themselves but for business organizations either using the networks associated with the two hold-outs or actually financially allied with the broadcasting companies. Deca's financial statements have shown that the royalty asked by AFM in no way, even in wartime, cuts heavily into the profitable (See *BAN CONTINUES* on page 63)

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ALLOYD L&BRE

CBS and Orchestra Mutual Network
Tuning for GENERAL AMUSEMENT CORP.
New York Hollywood Chicago Cincinnati

Unfair to CMU

NEW YORK, Oct. 14.—So plush have to have a high-powered plugging staff? Not according to Bill Downer at Sun Music, one of the four firms owned by the Decca disarray. You always hurt the One You Love last week made No. 10 on the *Hit Parade* and has only had 20 major plugs in the past four months. There was, of course, the slight matter of the Mills Brothers recording, which has done close to a half-million.

Berlin Trying To Buy All I.B. Tunes Still on the Loose

NEW YORK, Oct. 14.—In order to start Irving Berlin Music Company afloat with every living Berlin song ever written, I. B., before shipping out for the Coast last week tried to buy any and all of its outstanding songs with other publishers around town. There are reportedly only four or five around, mostly written at the beginning of Berlin's career back in the 1910's on. While not commercial today, they would give him a complete I. B. catalog.

It is known that he offered Fred Fisher Music Company \$10,000 for two songs, *He's a Devil in His Own Home Town* and *There's a Gai in Arizona*. Also believed that he has tunes with E. B. Marks and Shapiro-Bernstein.

Meanwhile, firm moves over to 1850 Broadway November 1, one block away from present spot at 799 Seventh Avenue. Bourne, Inc., has already appeared on the windows in place of the old one, being newly named company of Saul H. Bernstein. Berlin left for Coast Monday (15) to talk big deal. He then slips out to the South Beach to catch up with *This Is the Army*, which he wrote.

Fields Ork Getting New Line-Up and Change of Style

NEW YORK, Oct. 14.—Latest band to go thru a reorg is new Herbie Fields ork, which has just finished a stint at the Palomar Ballroom, Norfolk. Fields is now back in New York getting new men. He intends to change style or band from out-and-out jump to a more commercial brand of music. Couple months ago band went under MCA banner.

Recently, Boyd Rasturn recognized his hand while playing dates. He was with playing for a while, come to New York and rebuild, but on advice of Manager Lou Bolton, decided to change men en route.

Oberstein Sells Shubert Firm To Ashley Music

NEW YORK, Oct. 14.—Shubert Music, in the SESAC catalog, changed hands last week, going from Eli Oberstein to Abe Schlegel, for Ashley Music. Catalog, which contains some 3,000 standard tunes, including *Intermezzo* and *Badinage*, was purchased by Oberstein from Fred Kraft about seven months ago, with Kraft owning since 1904.

Shubert is reported to bring in \$12,000 a year from SESAC and it was generally known that several interested parties tried to purchase. According to Oberstein, he made a "handsome" profit on the deal.

TuckerGimmick Is To Feed 'Em

NEW YORK, Oct. 14.—More and more top-earning hands are going in for gimmicks for theaters, probably following the terrific success *Danny Kaye* has made out of "So You Want To Lead a Band?" Realizing that playing a theater date and doing routine tunes aren't so box office has caused practically every big band around to show interest in some form of audience-participation song that would merit publicity and draw 'em in at the b. o.

Newest hand to try a stunt is Tommy Tucker, now at Philby's Elmer Theater, who has made his way as a local entertainer to provide a couple of free dinners each performance, with contestants trying to guess the number of pieces indulging in other similar "come-on." Johnny Long has "Sing a Song With Johnny Long" and Horace Heidt has had a brief skirmish with overblown in a half dozen hokum big pieces. Kaye has now added another gimmick, with contestants putting on what amounts to an amateur hour.

When Tucker plays the Adams Theater, Newark, N. J., week of November 4, a contestants will have free food at Frank Dalley's Terrace Room.

Two Newies and One Nixed

NEW YORK, Oct. 14.—Horace Heidt will probably lose two key men in new nature and as a result two new hands will be created. Already known that Shorty Sherock, trumpeter with Heidt, is labeled to front band as soon as Heidt concluded Capitol stint in November. Bruce Adlam, arranger with Heidt, also also reported going out on his own within a short period. Jess Stacy band plans have fallen thru, with plans being looking around for a berth with some band. Those close to Stacy say that money behind him suddenly dropped out.

BMI Ties Up Rights Orgs In Argentina and Uruguay

NEW YORK, Oct. 14.—Broadcast Music, Inc., signed five-year agreements this week with the performance rights societies of Argentina and Uruguay, giving BMI the exclusive representation in the United States on composers and publishers of these countries.

The signing with Argentina is in effect a continuation of BMI control of this Latin American country's representation.

During the past year SADAIG (Argentinian society) had a contract with Peer, a BMI affiliate, but that pact has expired. Dr. Mario Belding, representative of the Argentine composers and publishers, signed in behalf of SADAIG before his departure for Buenos Aires.

Uruguay composers and publishers represented by Dr. Roberto Fontaine, who signed the agreement on behalf of the official performing rights society of the country (Asociacion General De Autores Del Uruguay). Agreement is the first to be entered into by AGADU and an American firm.

It is reportedly reported that Sydney M. Kaye, executive v.-p. of BMI, will plan to Mexico City within the next few days for a talk with Mexican composers and publishers to negotiate a pact that will line them up with his org.

Pub Abe Lyman

NEW YORK, Oct. 14.—Abe Lyman joined the ranks of Broadcast Music, Inc., bandleader puba, yesterday when he signed with the Performance Rights Society on behalf of his firm, Blane Music Company.

Blane is jointly owned by Lyman and Rose Blane, Mrs. Lyman in private life, and Lyman ork's vocalist. Deal calls for seven titles and all future Lyman originals.

BMI is understood to have advanced around \$15,000 against performance, in line with the ork's policy of setting hatters up in the pub. His Lyman's contract brings the BMI-handled publisher to an even 35.

Big 3 Royalties Hit High in '44

NEW YORK, Oct. 14.—Big Three music firms—Robbins, Felst and Miller—will hit a new high in total royalties paid to writers for 1944. Sun will probably amount to around \$450,000 for the three firms, whereas the nearest figure to that in Big Three's past five-year record was in 1943 when firms paid out \$363,736. High figure is result of terrific music biz that's being done this year by all music pubs, with sheet music selling at a unprecedented rate.

So far for eight months in 1944 three firms have paid out \$297,255, with Robbins paying \$147,026; Felst, \$81,942, and Miller, \$67,885. Last year Robbins paid out a total of \$255,505, with Felst contributing \$132,496; Felst, \$81,127, and Miller, \$61,881.

Evidence of how much more writers are now getting in royalties is seen in figure for year 1940, which was before the BMI-ASCAP fight. That year firms paid out a total of \$255,505, with Robbins contributing \$132,496; Felst, \$81,127, and Miller, \$61,881. Following year when BMI-ASCAP tiff was on, resulted in a drop of royalties, with three firms paying a total of \$215,894. That's less than half of what the amount will be this year. In 1942 total amount was \$297,000.

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TALK ABOUT PUBLISHERS

Names and addresses of all music publishers throughout the world (and their affiliations) will be printed in the Annual Edition of *The Billboard Music Year Book* to be published as a separate volume for the first time in 1944. Anyone in music from the boogie-woogie boys to the show-biz elite will be talking about the '44 MYB.

The only time an audience walked out on Bing Crosby



Welcome home, Bing!

DECCA RECORDS

Bing Crosby records exclusively for Decca



ON THE STAND

Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters

Johnny Richards

(Reviewed at Blue Room, Hotel Lincoln, New York)

In his first New York location, Johnny Richards isn't going to get any more record or set the town on its musical ear. He has a pleasant enough personality and may eventually whip his act into tip-top shape. Right now it's pretty rough.

He hasn't had a chance to do much with the band since coming here from the Coast with a few members of his two and a half year old crew. After hiring new men, rehearsing very little and playing a short while at the Palisades, N. J., before setting out on a one-nighter tour, he couldn't be expected to have a great band.

The leader has a good rep in the West as an arranger and musical director, his present act needs more sophisticated arrangements. New Yorkers are accustomed to the top arrangements and instrumental solos and no instrumentalist is given a chance to solo. Vocals are the weakest link in this not-too-well forged music chain. On almost every number both gal thrush and two solo vocalists are heard, and refer to them during their performances. Chet Leroy, sax, and Jack Cascales, bask, double from band chores to the mike. Neither are particularly talented, but both work hard and are rewarded by polite applause. The affected, patronizing air of chirper Dottie Reid palls. Her studied boredom, brought on by her preference to be a lyricist, is hard to take. Her voice is passable, but her band-stand manners won't win friends.

The 15-piece orchestra, which includes the leader's tenor sax, is made up of seven brass, five sax and three rhythm. On some numbers the orchestra cut down to a sizeable and listenable music, but an extra arranger or two could add zest and get the group into the Main Stem groove.

Wanda Maravita.

Gene Krupa

(Reviewed at Symphony Hall, Boston)

Just who is responsible for the quick rise of Gene Krupa's popularity is not clear. It may be Krupa's own good taste and musicianship; it may be those of his arrangers. At any rate, the two Sunday concert appearances (afternoon and evening) in Symphony Hall October 1 furnished ample opportunity for an evaluation of his work.

In the first place, this was a concert program, not a converted dance program. And the smoothness with which it went off (unlike so many jazz concerts) and the ease with which Krupa enmeshed the show would indicate that the Drummer Man is responsible himself. More power to him.

The aspects of Krupa's showmanship are widely admired in the business. Without being flamboyant, he can put on an exciting music show as you can hear anywhere. What counts in this case is his musicianship, the excellence of his band and the fresh, unusual arrangements.

Besides the conventional dance band instrumentation of reeds, brass and drums (five sax and three rhythm), Krupa also employs a string section of six fiddles, two violas and a cello. The result must be a big bang, for he allows a greatly increased variety of tone color and effect. And because Krupa's fiddlers really can perform they play together, producing a rich solid sound.

A soft, quiet tune like *Stringing Up* is an example. The strings give it a good feel and mood, and the drums, reeds and brass add. And while on the subject, what must the short intro to the piece be so loud? The noise must have been greater than that of the trumpets which feigned the Wells of Jericho. He is one basic fault with Krupa's playing. He allows too great a dynamic contrast between loud and soft, and soft for the passages. The contrast is not kind to the fiddlers.

Krupa has pretty well bridged the distance between a jump and a sweet band. He is able to play both well. There isn't any reason in the world why Krupa's new outfit should not become one of the country's bands among bands within a season or so. It's that good.

His arranger Krupa also employs five vocalists, three boys, two girls, of which

Dick Allen

(Reviewed at Catic Auditorium, Pasadena, Calif.)

Last May, Van Tonkins, who has been with Bob Crosby and other bands, tired of having the draft bow hands out from under him. So he formed this draft-proof outfit. Members are teen-agers and not ready for the armed forces. Dick Allen, who as pianist from the band, is the oldest at about 19. Individually, the crew are good musicians. What they lack in professional ability they make up in vim and vigor. Tonkins has a good beat. There's ability here and it will take only time to develop it.

Basic instrumentation includes six brass, five reed and three rhythm. Reaching the strength of his brass and rhythm sections, Tonkins puts much of the work on them thru arrangements by himself. Allen, the leader, is the latest student at UCLA. Allen varies his group in a showmanly manner. The group really gets going on the jump tunes.

In a set which consists of *Home* and other tunes, the boys pick up their cues quickly. On this time Keith Williams, jazz trumpet man, is featured. He is a tenor sax, taking over for a spot that goes well. Using the open brass for a highlight, Allen, the leader, has a neat wind-up. *Don't Worry About Me* shows off Bob Dresden, who handles a fine alto sax, and a fine solo. He cuts out with open horns. Kim Kimberly, curvaceous blonde, turns in top vocals, and Maasey is again spotted. On other numbers need a sax solo, a spotted solo with Earl Ziskin. Thruout the set Allen's piano is in full swing. Idaho is done up in a neat arrangement, and again the brass, with Phil Rammecher, drummer, getting the solo for a hide-beating that is outstanding.

Band makes good appearance. Library is well equipped. The group bears watching. Sam Abbott.

Ted Fio Rito

(Reviewed at Roseland Ballroom, New York)

Balroom spot on Main Stem, where George Paxton's new band has been doing hefty biz for past few weeks, brought in Ted Fio Rito last week for second engagement in six months. Band is a judicious choice for the spot, bending listeners' ears with plenty of loud, fast tunes. The style would appear to be set to make with the feet. Where Fio Rito was once a sweet and simple music giver, today he's plenty on the rift and rhythm side and does a number of such moments musicale apart during an evening.

He's loud. Four trumpets, that every now and then put notes in, blow away. Musically, it's not bad, either from an arranging point of view or from brass men's stand. A style and concept approach some form of commercialism, he might give his trumpets more muted work—work, by the way, which they do get. The style would appear to be set to get either a different shading in phrasing of notes or get a color tone that hasn't been done to death. Or, better still, experiment with muted notes, something that's out of the ordinary.

Besides the brass quartet he has three trombones, a cello and a double bass. Vocals are handled by Betty Palmer, Ward Swingle and the Goldaires. From all-round point of view band is strictly in a jump and a sweet band. It becomes a rut as far as seeing the long career at the end of any given period.

Paul Secon.

Buddy Stuart and Ginny Powell take most of the solo. Good they are too, but the ensemble harmony sounds like nothing so much as musical moaning. Vocal arrangements would be clearer.

But Riley.



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of nervous plugs from New York outlets WJZ, WFAP, WABC and WOL for the past week. Figures are in no indication of a song's most played stations. All songs are listed alphabetically.

Compilation is based upon data furnished by Accurate Reporting Service, with plugs per tune counted by The Billboard. (M) found in legit music. (F) Song in film musical.

TITLE	PUBLISHER
A Kiss to Remember	Lincoln
Always	Shapiro-Bernstein
An Hour Never	Miller
And Then You Kissed Me	T. B. Harms
Come Out, Wherever You Are (F)	Santly-Joy
Come With Me, My Honey (F)	Shapiro-Bernstein
Dance With a Dolly	Paramount
Every Day of My Life	Advanced
How Many Hearts Have You Broken?	Cheslea
I Don't Want! To Love You	Embassy
I Dream of You	Williamson
I'll Be Seeing You	Williams
I Walk Alone (F)	Morris
I'm Making Believe	Bregman-Vocco-Conn
Is You Is or Is You Ain't? (F)	Leeds
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
Let Me Love You Tonight	Crawford
Magic Is the Moonlight (F)	Southern
Saltwater Cowboy	Jefferson
Some Peaceful Evening	Campbell-Porgie
Straighten Up and Fly Right	Am. Academy
Sweet and Lovely (F)	Feist
The Day After Tomorrow	Burke-Van Heusen
The Very Thought of You	Wilmark
Tico Tico	Herris
Time Waits for No One (F)	Remick
Twilight Time	Crawford
Trolley Song	Feist
Twilight Time	Campbell-Porgie
Two Again	Southern
What a Difference a Day Made	Marks
Whispering	Miller

Lucky Strike HIT PARADE

(CBS, Saturday, October 14, 9-9:45 p.m. EDT.)

Wks. POSITION	DATE	Wk. TITLE	PUBLISHER
1	1	I'll Walk Alone (F)	Leeds
2	1	Is You Is or You Ain't? (F)	Morris
3	1	It Had To Be You (F)	Remick
4	1	Dance With a Dolly	Shapiro-Bernstein
5	1	Time Waits for No One (F)	Remick
6	1	It Could Happen To You (F)	Famous
7	1	How Many Hearts Have You Broken?	Advanced
8	1	Every Day of My Life	Burke-Van Heusen
9	1	I'll Be Seeing You	Williamson
10	1	And the Following Extras: Rise and Shine, All God's Chillun	
11	1	Got Rhythm, Deep in the Heart of Texas, and Zing, Went the	
12	1	Strings of My Heart.	

NATIONAL AND REGIONAL SECTORS MUSIC BEST SELLER SOURCES: Atlantic-Capitol Music Co., New York; Decca Music Co., Chicago; Capitol Music Co., Chicago; Bluebird Music Co., A. C. McGee; Columbia-Sony Music Co., Decca; Charles E. Wells Music Co., Los Angeles; Morris M. Freeman, Inc., New York; City Music Dealer; Bertels, Inc., Ashley Music Supply Co., Myer Music Corp.; Carl Fischer, Inc.; Music Sales Corp., Phoenix, Ariz.; J. J. Newberry, Co., Pittsburgh; Volkstein Brothers, Inc., Highland, Ore.; Irving Sisk Music Co., care Meier & Frank Co., San Antonio; Southern Music Co., San Francisco; Pacific Coast Music Co., Los Angeles; Louis Music Supply Co.

HARLEM HIT PARADE SOURCES: Harlem Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, Broadway, New York; Richards Music Shop, Frank's Melody Music Shop, Broadway, New York; Groves Record Shop, Brooklyn; Metropolitan Music Shop, Wright Music Shop, Newark; Klayman's Music Shop, Newark; Atlantic Records, Atlanta; Radio City Record Shop, Newark.

Frankie Carle

(Reviewed at Cafe Rouge, Hotel)

Altho comparatively new in the band biz, Frankie Carle can today take many of the maestros around by the baton and show them what it means to lend a commercial ear to their doings. While it's far easier to see and feel than it is to write about it, anyone versed in the band or music biz knows the commercial product, and Carle is in it. This is his second engagement at the Penn, having organized his group a little more than a year ago when he left Harry James.

At that time it seemed phenomenal in the trade that a new band could step in and take over and snare an engagement at the Penn and a solid booking. Such as the New York Capital, where Carle put in an appearance early this year.

Equally supposedly phenomenal was his grabbing off a hunk of commercial radio time with Old Gold. Biz held its breath: that was revolutionary. Nothing of the sort. It was strictly a

smart approach to a biz that has always doffed its golden hat to men who make with something the public wants. It isn't only in music, where we see Sammy Davis Jr., Duke Ellington, and other let's make bands making with the mood, but in every other field of entertainment, where a night club, theater, restaurant, or even a public's level makes it understand, and like, what he's selling, is the guy who willows in the arms of the public.

And that commercial touch, as far as Carle is concerned, is right in his finger tips. His piano playing is within the pay-off ken. It's bright, breezy, danceable and it's right in the public's ear as the rest of the band, some 16 musicians, is concerned, they take their cue from him. He's the leader and comes up with the over-riding, sweet touch. And as for today's heff stuff mixed in. Secret probably is that Carle likes a song and will go to recognize the melody all the way thru. Make a band leader can learn something from just that.

This reviewer heard the band both at dinner session and at supper, and at 10

Music Popularity Chart

Week Ending
Oct. 12, 1944

BEST SELLING SHEET MUSIC

This compilation is based on weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See sources below of first column.) Sources are listed according to their popularity nationally, with the regional ratings to the right. (M) Source in South America. (F) Source in film musicals.

POSITION		NATIONAL			
Last Wk.	This Wk.		East	Mid-West	South West
1	1	1. I'LL WALK ALONE (F).....	1	1	1
		Morris			
6	2	2. HOW MANY HEARTS HAVE YOU BROKEN?	4	2	4
		Advanced			
2	3	3. SWINGING ON A STAR (F).....	7	3	2
		Burke-Van Heusen			
8	4	4. TOGETHER (F).....	2	4	6
		Crawford			10
9	5	5. DANCE WITH A DOLLY.....	3	7	—
		Shapiro-Bernstein			4
3	6	6. IS YOU IS OR IS YOU AIN'T? (F).....	8	8	3
		Leeds			7
7	7	7. IT HAD TO BE YOU (F).....	5	5	8
		Remick			—
4	8	8. TIME WAITS FOR NO ONE (F).....	—	6	10
		Remick			6
5	9	9. I'LL BE SEEING YOU.....	—	9	5
		Williamson			—
10	10	10. ALWAYS (F).....	10	10	7
		Berlin			—

Other Sheet Music Reported in Best Selling Lists by Sections

EAST: The Trolley Song—Feist; You Always Hurt the One You Love—Sun Music Company
SOUTH: There'll Be a Hot Time in the Town of Berlin—Barton; You Always Hurt the One You Love—Sun Music Company
WEST COAST: It Could Happen to You (F)—Famous; Sweet and Lovely (F)—Feist.

"HARLEM" HIT PARADE

Following list of most popular records in Harlem is based on sales reports from the leading record music stores. (See sources below.)

POSITION		Last Wk.		This Wk.	
4	1	1. Gee, Baby, Ain't I			
		Good to You.....	King Cole Trio	Capitol 169	
1	2	2. I'm Lost.....	Benny Carter	Capitol 165	
2	3	3. Cherry Red Blues.....	Cootie Williams	Decca 1861	
3	4	4. My Little Brown Book.....	Duke Ellington	Victor 20-1584	
5	5	5. G. I. Jive.....	Louis Jordan	Decca 8659	
7	1	1. Wonder.....	Pvt. Cecil Grant	Gillette 500	
8	2	2. You Always Hurt Me.....	One You Love.....	Mills Brothers	Decca 18599
9	3	3. I'll Walk Alone.....	Louis Prima	Hit 7083	
10	4	4. I'm Lost.....	King Cole Trio	Capitol 165	

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlantic Co. Prescription Shop, Beverly Hills, Calif.; Martin's, Bismarck, N.D.;
Noten's Radio Shop, Louis Fritz Dry Goods Co., Boston; The Melody Shop,
Bridgeport, Conn.; Gilman Music Store, Howland Dry Goods Co., Willing Radio
Service, Battle Mount; Drebbels Music Co., Chicago; Goldblatt Brothers, Hudson
Ross; Lyon & Healy; Marshall Field; Sears-Roebuck & Co.; Wurliwurz, Cincinnati;
Song Shop; Steinberg's, Inc.; Willis Music Co.; Warfield's, Denver; Century Music
Shop; The May Company; Charles E. Wells Music Co., Des Moines; Davidson
Record Co., Des Moines Music House, Fort Worth, Tex.; Kramble Bros., Furniture
Co., Hollywood; Music Shop; Music City; Hollywood House of Music, Jacksonville,
Fla.; Butler's Record Shop, Los Angeles; The May Company, Louisville; Stewart
Dry Goods Co., Miami; Richard's Store Co., Burlington, Ind.; Milwaukee; J. B. Bradford
Music House; Marian Lines Co., Broadway House of Music, Newark, N. J.;
O. & R. Record and Radio Shop, New Orleans; Louis Gruenwald Co.,
Inc., New York City; Center Music Store; Liberty Music Shop; Gaiety Music Shop;
Robinson's Music Shop; R. H. May & Co.; Abraham & Strauss, Inc.; Broadway
Music Shop, Philadelphia; Downtown Record Shop, Alex A. Cantlin, Highpoint
Record Shop, Pittsburgh; Volkwein Bros., Inc., Portland, Ore.; Miller & Frank Co.,
Musical-Hennessy Music Co., St. Louis; The Green Co., Cincinnati;
Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co., St. Louis; Asvold Co.,
St. Paul, Minn.; Mayflower Music Co., Salt Lake City; Z. C. M. I. Gramophone
Shop, San Antonio; Alamo Piano Co., Washington, D. C.; George's Radio Co.,
Westwood, Calif.; Music Shop.

time was band overload or screaming beyond the bounds of musical propriety. It's not meant that Carle doesn't swing or that the band doesn't jump at times. They do, but when done the music and beat is felt without throwing everything into the pot, including a kettle drum.

Carle, however, can afford to take a suggestion. When he plays, there is no doubt as to whose band is on the stand. That's gold, as it has been for many instrumentalists such as Dorsey, Goodman, James, etc. However, to really give himself a style that can't be misread, he might try playing first chorus or first eight bars himself on all ballads, so as to get uniformity throughout. By mixing jumps and sweet it wouldn't become too much of the same thing during an eve. This especially would be a plus on a remote spot from the hotel.

Vocals are handled by Paul Allen, Phyllis Lynne and Les Columbo. Allen is one of best band vocalists around. Miss Lynne, a good looker with socko personality, delivers in standard fashion, while Columbo steps out of the band every now and then. He's okay. Paul Secora.

SPA SEEKS 1%

(Continued from page 13)

short whether the writers have any interest in those rights."

"We have no alternative but to defend the suit and protect our interests as writers. The questions involved affect all writer members of ASCAP, not only those named in the lawsuit."

"... The members of the council of SPA, as well as outstanding writer members whose names appear at the bottom of this letter, all join me (Sigmund Romberg) in an appeal to you as a writer member of ASCAP to permit us to receive 1 per cent of your ASCAP earnings for one year, the deductions to be made in four quarterly installments by authorization."

Those who signed the letter, besides Romberg, were Charlie Tobias, Otto A. Harbach, George W. Meyer, Sam H. Stept, Geoffrey Offens, Paul Cunningham, Jesse Greer, Milton Drake, Fred E. Alpert, Albert Haer, Milton Ager, Deems Taylor, Oscar Hammerstein II, Edgar Leslie, Nat Simon, Stanley Adams and Irving Caesar.

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DECCA—18620
Charlie Barnett Orchestra
DECCA—23354
Corinna Mura (vocal)
HIT—7090
Art Kassel Orchestra
MUSICRAFT—15019
Joan Brooks (vocal)

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Paul Martin Orch		Lawrence Welk Orch

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(MY LILLI OF THE LAMPLIGHT)
With the Authentic English Lyric

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WHAT AM I
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NAB THE NICKELS ARE ON
VICTOR
AND BLUEBIRD RECORDS**

RCA Victor Division

Radio Corporation of America, Camden, N. J.



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. (See Sources in Part 1.) Songs are listed according to their popularity nationally with the regional listing to the right. Record backing the hit record is in italics. (M) Song in Melodrama. (F) Song in Film Musical.

POSITION Last Week	THIS Week	NATIONAL	East	Mid- west	South	West Coast
3	1	YOU ALWAYS HURT THE ONE YOU LOVE..... Mills Brothers—Decca 18599 Till Then	2	1	2	5
4	2	IS YOU IS OR IS YOU AIN'T? (F)..... Bing Crosby—Decca 18599 Hot Time in the Town of Berlin	3	3	3	6
1	3	I'LL WALK ALONE (F)..... Dinah Shore—Victor 20-1586 It Could Happen to You (F)	1	4	1	—
2	4	SWINGING ON A STAR (F)..... Bing Crosby—Decca 18599 Going My Way (F)	4	2	10	7
—	5	I'LL WALK ALONE (F)..... Martha Tilton—Capitol 157 Texas Folks	7	—	—	3
7	6	I'LL WALK ALONE (F)..... Mary Martin—Decca 18599 Goodnight, Wherever You Are	6	9	7	—
9	7	TOGETHER (F)..... Dick Haymes—Helen Forrest— Decca 23349 It Had To Be You (F)	10	—	4	8
—	8	HER TEARS FLOWED LIKE WINE..... Stan Kenton—Capitol 166 How Many Hearts Have You Broken?	—	—	9	2
—	9	IT HAD TO BE YOU..... Dick Haymes—Helen Forrest— Decca 23349 Together (F)	5	7	—	—
—	10	THE TROLLEY SONG..... The Pied Pipers—Capitol 168 Cuddle Up a Little Closer (F)	—	—	—	1

Other Records Reported in Best Selling Lists by Sections

EAST: *Till Then*—Mills Brothers, Decca 18599; *Time Waits for No One* (F)—Helen Forrest, Decca 18599.

MIDWEST: *Tea-Tea-Tea-Tea-Tea*—Bing Crosby, Decca 18599; *It Had To Be You* (F)—Betty Hutton, Capitol 155; *Dance With a Dolly* (With a Hole in Her Stocking)—Tony Factor, Bluebird 33-0527; *His Roving Horse Ran Away* (F)—Betty Hutton, Capitol 155.

SOUTH: *Till Then*—Mills Brothers, Decca 18599; *Time Waits for No One* (F)—Helen Forrest, Decca 18599; *I Don't Want to Love You*—Phil Brito, Musicraft 15018.

WEST COAST: *It Could Happen to You* (F)—Jo Stafford, Capitol 156; *Gee, Baby, Ain't I Good to You*—King Cole Trio, Capitol 169.

MOST PLAYED JUKE BOX FOLK RECORDS

Special reports received from The Billboard representatives last week show the Folk records listed below are currently the most popular folk records on automatic phonographs throughout the nation. These reports stem from all the country's leading jukebox centers and are awarded together.

POSITION Last Week	THIS Week	Record	Label
1	1	Smoke on the Water.....Red Foley	Decca 6102
2	2	We Might as Well Forget It.....Bob Willis	Okeh 6722
3	3	You're From Texas.....Bob Willis	Okeh 6722
—	4	Soldier's Last Letter.....Ernest Tubb	Decca 6058
—	5	Too Late To Worry.....Texas Jim Lewis	Decca 6089
—	6	Born to Lose.....Ted Daffan	Okeh 6706

MUSIC GRAPEVINE

Greene Album

In new deal with Decca, Johnny Greene will put out an album of 12 sides featuring his own compositions. Included will be a select symphonic score, *Serenade for a New Baby*. . . . Capitol Records has picked up its option on Martha Tilton for another year. . . . Ernest Gill, musical director for the Blue Network, Hollywood, composing background music for Hollywood Mystery Time.

Jack Brooks and Edgar (Cookie) Fairchild will do eight tunes for *Here Come the Co-Eds*. . . . George Dinning and Eddie Kay bawling orks at Columbia this week on their original score. . . . Mike Riley, who eloped at the Radio Room, Hollywood, after a long run, on beach at Palm Springs, Calif. . . . Herbert Stothart will do musical score for MGM's *Son of Lizzie*.

London Hit Here
The Russell Bennett-Michael Fielding

tune, *Where's My Love?*, a London hit last summer, is due for a terrific plugging by Chappel. Song was published by the English branch of Chappel and recorded by three tale band leaders. . . . Tony Purcell has opened at the Hotel Knickerbocker's Holiday Room, Atlantic City. . . . The 150th tune of Williams Richter, fully dentist-composer, *One Word*, has been accepted by BMI.

Charlie Spivack will add a few harpist and two French horns to his ork if he records this winter. If there's no war in the works, he'll still be singing, but will definitely augment them. . . . Don Denotti starting new season at Warwick Hotel, Philly. . . . Phil Davis, musical director at T.V.W. Chapp, for 12 years, and now Musicraft director, is now located in New York.

The Billboard wasn't the only firm to ask callers, "Have you registered yet?" the past week. Sigmund Romberg, proxy

Music Popularity Chart

Week Ending
Oct. 12, 1944

MOST PLAYED JUKE BOX RECORDS

Going Strong

Reports received from The Billboard representatives and based on information given by leading juke box operators last week show the records listed below are currently receiving the most play on automatic phonographs throughout the nation. These records also from the country's leading operating centers and are averaged together. These early records that are distributed nationally will show up in the charts. Figures in parentheses indicate number of weeks record has been going strong. Listed under the title of each most played record are the other available recordings of this number.

1. **THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN** (5)—Bing Crosby-Andrews Sisters (Vic Schoon Ork)Decca 23350
2. **YOU ALWAYS HURT THE ONE YOU LOVE** (21)—Mills Brothers (The Three Suns, Hit 7165)
3. **SWINGING ON A STAR** (22)—Bing Crosby (John Scott Trotter Ork)Decca 18507
(Gray Rains, Hit 7006; Freddie Slack, Capitol 160)
4. **IS YOU IS OR IS YOU AIN'T?** (13)—Louis JordanDecca 4659
(Louis Jordan, National 7001; Art Kaseh, Hit 7081)
5. **THEY'RE CROSBY-ANDREWS SISTERS** (Decca 23350; Goolie Williams, Hit 7165; The Adrian Rolini Trio, Feature 1006)
6. **I'LL WALK ALONE** (11)—Dinah ShoreVictor 20-1586
(Martha Tilton, Capitol 167; Mary Martin, Decca 23346; Louis Prima, Hit 7083)
7. **I'LL WALK ALONE** (13)—Martha TiltonCapitol 167
(See No. 4)
8. **DANCE WITH A DOLLY** (With a Hole in Her Stocking) (4)—Evelyn Knight (Camarata Ork)Decca 16014
(Louis Prima, Hit 7167; Tony Pastor, Bluebird 30-0827; Russ Morgan, Decca 18525)
9. **PRETTY KITTY BLUE EYES** (10)—The Merry MacsDecca 18610
(Vivian Lopez, National 7001; Art Kaseh, Hit 7081)
10. **SMOKE ON THE WATER** (3)—Red FoleyDecca 6102
11. **HER TEARS FLOWED LIKE WINE** (4)—Stan Kenton (Anita O'Day)Capitol 166
12. **IT HAD TO BE YOU** (4)—Dick Haymes-Helen ForrestDecca 23349
(Bobby Hillman, Capitol 165; Earl Hines, Bluebird 30-0825; Artie Shaw, Victor 20-1587)
13. **IS YOU IS OR IS YOU AIN'T?** (7)—Bing Crosby-Andrews Sisters (Vic Schoon Ork)Decca 23350
(See No. 3)
14. **HOW MANY HEARTS HAVE YOU BROKEN?** (6)—The Three Suns (Stan Kenton, Capitol 168; Tiny Hill, Decca 4471)
15. **TIME WAITS FOR NO ONE** (9)—Helen Forrest (Camarata Ork)Decca 18600
(Sula Malette, Continental C-1146; Johnny Long (Patil Dugan), Decca 4339)
16. **G. I. JIVE** (24)—Louis JordanDecca 4659
(Raymond Mervin, Capitol 141)
17. **TOGETHER** (1)—Guy LombardoDecca 18617
(Dick Haymes-Helen Forrest, Decca 23349; Bob Chester, Hit 7088; Raymond Scott, National 7001; Dinah Shore, Victor 20-1584)
18. **THE PATTY CAKE MAN** (3)—Ella Mae MorseCapitol 166
19. **AMOR** (18)—Bing Crosby (John Scott Trotter Ork)Decca 18608
(Andy Russell, At Rock Ork, Capitol 158; Xavier Cugat, Columbia 36718; Enrie Madrignera, Hit 8033; Percy Faith, Decca 23344; Wayne K. Victor 20-1587; Lawrence Walk, Decca 444; Vincent Lopez, National 7062)
20. **LET GIT BY** (27)—Harry James (Dick Haymes)Columbia 36608
(Dick Soda, Decca 1879; The Four King Sisters, Bluebird 30-071; Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320; Billie Holiday, Commodore C-452)
21. **TOGETHER** (2)—Dick Haymes-Helen ForrestDecca 23349
(See No. 10D)

Coming Up

Reports received from The Billboard representatives last week, and based on information given them by leading juke box operators, show the records listed below are gaining in popularity all over the nation.

1. **YOU'RE FROM TEXAS**—Bob WillsOkeh 6722
2. **WHAT A DIFFERENCE A DAY MADE**—Andy RussellCapitol 167
3. **TOO-RA-LOO-RA-LOO-RAL** (That's an Irish Lullaby)—Bing Crosby (John Scott Trotter Ork)Decca 18621

Territorial Favorites With Juke Box Operators

The following records are reported as favorites in various territories as indicated in reports to The Billboard from leading juke box operators.

1. **LET'S SING A SONG ABOUT SUSIE**—The Merry MacsDecca 18622
(Buffalo)
2. **I DREAM A LOT ABOUT YOU**—Jimmie LuncefordDecca 18616
(Rich)
3. **UMBRAGO**—Jimmy DuranteDecca 23351
(New York)

of the Songwriters' Protective Association and a charter member of ASCAP, had telephone operators of both orgs adding the question. . . . Recording studios that make air jingles will be the background of Wing White You Dance, Columbia musical. . . . Hemick's Sweet Dreams, SweetHeart, plugged every night last week by Landt Trio over CBS wire.

Plokey Tomlin and ork playing on-cashers in Arizona and New Mexico prior to opening at Golden Gate, San Francisco, next week. . . . Ronny Roman and crew into Ritz Ballroom, Bridgeport, Conn., as house band for second season. Peg Durham is featured vocalist. . . . Bar Wood recorded *Here We Go to Tokyo*, official song of the Sixth War Loan Drive that starts in November.

Mills Music will pub entire score of *Delightfully Dangerous*, which United Artists will soon release. The Morton Gould tunes are *Once Upon a Song*, *In a Shower of Stars*, *Thru Your Eyes To Your Heart* and *I'm Only Tossin'*. . . . Jerry Lawrence, WMGA disk jockey, signed as

announcer on the Frank Sinatra CBS Wednesday show.

Jimmy Wakely and 13-piece ork into Casa Manana, Hollywood, for indefinite engagement. Sunshine Trio is featured on vocals. . . . James (Trumaine) Young, trombonist, leader, vocalist and composer, introduced his latest, "I'm Livin' for Today," on the Mildred Bailey program Friday (11). . . . Martin Skiles started post scoring on Columbia's "Together Again."

Const Report

Spade Cooley will put out 25 of his original tunes, together with an album of band numbers and suggestions on arrangements for Western bands. Book to be titled *Western Swing*. . . . Max Steiner is working a Warner staff ork, conducting his own score for *Roughly Speaking*. . . . Xavier Cugat and ork set for MGM's Week-End at the Waldorf. . . . Mark Green has sold his tune, *Red Lips and Yellow Moonlight*, to Columbia for the pie, *Ten Cents a Dance*.

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I'VE GOT THE WORLD ON A STRING

DOWN THE OLD OX ROAD

HOW DEEP IS THE OCEAN

HOME ON THE RANGE

THE LAST ROUND-UP

THANKS

SHINE

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MADE

15020—IF YOU WERE THE ONLY BOY
IN THE WORLD
SEVEN DAYS A WEEK

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15018—I DON'T WANT TO LOVE YOU
YOU BELONG TO MY HEART

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POPPA POLKA SHOWIN' OFF POLKA
281—WHISTLING WALTZ 283—STOMP POLKA
CONTINENTAL SWING WALTZ POLKA-POLKA
284—RAG THE SCALE POLKA
BETSY POLKA

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COW COW DAVENPORT)

C2 JEEP BOOGIE
CHIMIN AWAY

(Piano)

C3 HOBSON CITY STOMP
RUN INTO ME

(Piano)

C4 COW COW STOMP
GIN MILL STOMP

(Piano)

LIST PRICE \$1.00

Regular Dealers' Discount



PART 3 The Billboard

RECORD POSSIBILITIES

These records and songs show indications of becoming future nationwide hits in juke boxes and over record retail counters. Selections are based upon radio performances, juke music sales, information from music publishers on the relative importance of songs in their repertoires and upon the judgment of the Billboard staff. These observations are not a sure bet.

EVERY DAY OF MY LIFE Helen Forrest (Victor Young's Ork.) Decca 18824

Helen Forrest is in the line of the hottest vocalists around in pop ditties, and her "Every Day of My Life" is a sure bet to become a hit. It's ideal for the quieter spots and across-the-counter sales to Forrest fans. Don't expect it to set the world on fire but count on it as a regular retail puller.

FAT MEAT IS GOOD Savannah Churchill and Her All-Seven Star SevenGennett 7104-A

No doubt limited production but keep this out of many juke routes and retail disk stores, but where it lands it's going to do okay. It's clean enough for the lounge and even yet it'll give a special kick to the "White-Cap" crowd. When you hit juke with one side that's double okay. It is well ahead by Savannah and yet it's not all noise. Again it is if you can get it.

THE WHITE CLIFFS OF DOVER Louis Prima and His Ork.His 7109

It's a shame that they had to call this by the "White Cliffs" title for most platter cutters won't recognize the tune the Prima way. Nevertheless, Prima does a hit job on the Burton-Kent number, and his use of voices as instruments is nicely handled. This will make No. 1 on the juke, on the best selling or most played juke disks but it'll be in there picking just this time.

POPULAR RECORD RELEASES

(From October 12 thru October 19)

A MESSAGE FROM HOMESingle SamDecca 7102

ALICE IN WONDERLANDAlbumDecca 7102

Alice in Wonderland—Part 1Ginger Rogers (Victor Young Ork.)Decca 7013

Alice in Wonderland—Part 2Ginger Rogers (Victor Young Ork.)Decca 2043

Alice in Wonderland—Part 3Ginger Rogers (Victor Young Ork.)Decca 2043

Alice in Wonderland—Part 4Ginger Rogers (Victor Young Ork.)Decca 2043

Alice in Wonderland—Part 5Ginger Rogers (Victor Young Ork.)Decca 2043

ALICE ON THE BAYOUWalter Thomas and His Jump CatsGennett 6126

CROSBY CLASSICS ALBUMColumbia M-535

Down the Old RoadBing Crosby-Mills BrothersColumbia 47036

Home On the RangeBing Crosby-Mills BrothersColumbia 47036

How Deep Is the Ocean?Bing Crosby-Mills BrothersColumbia 47036

I've Got the World on a StringBing Crosby-Mills BrothersColumbia 47036

My Honey's Lovin' ArmsBing Crosby-Mills BrothersColumbia 47036

ShineBing Crosby-Mills BrothersColumbia 47036

Some of These ThingsBing Crosby-Mills BrothersColumbia 47036

ThanksBing Crosby-Mills BrothersColumbia 47036

The Last RomanticBing Crosby-Mills BrothersColumbia 47036

DANCE WITH A DOLLY (WithQuas MorganDecca 18625

Hole in Her Stocking)Ray Vernon With Ray Sinatra Ork.His 7113

DON'T BLAME MEFive Red CapsGennett 7110

I LIKE IT 'CAUSE I LOVE ITSevenGennett 7110

I'M GOING TO LIVE MY LIFEWalter Thomas and His Jump CatsGennett 7110

JUMPIN' WITH JUDYFive Red CapsGennett 7110

JUST FOR YOUChucho Martinez With Ray Sinatra Ork.His 7112

LET ME LOVE YOU TONIGHTChucho Martinez With Ray Sinatra Ork.His 7112

MUSIC FOR YOUR LISTENING

PLEASURE ALBUMHit Smack 2

Begin the BeguineHenry Mose and His Concert Ork.His 1001

CapriceHenry Mose and His Concert Ork.His 1001

ExcuseHenry Mose and His Concert Ork.His 1001

Indian SummerHenry Mose and His Concert Ork.His 1001

IntermezzoHenry Mose and His Concert Ork.His 1001

May NightHenry Mose and His Concert Ork.His 1001

Night and DayHenry Mose and His Concert Ork.His 1001

ReverieHenry Mose and His Concert Ork.His 1001

SWEET DREAMS, SWEETKitty Carlisle (Victor Young Ork.)Decca 23599

TELL ME YOUR BLUES AN' ISavannah Churchill and Her All-Seven StarsGennett 7104

HEARTSevenGennett 7104

THE VERY THOUGHT OF YOUKitty Carlisle (Victor Young Ork.)Decca 23599

THERE GOES THAT SONGQuas MorganDecca 18625

AGAINFive Red CapsGennett 7110

HILLSingle SamDecca 7102

WHENEVER I THINK OF YOUChucho Martinez With Ray Sinatra Ork.His 7112

WHISPERINGSevenGennett 7110

YOU GOTTA TAKE YOUR TIMEUna Mae CarlisleDecca 7101

YOU NEVER SAY YES (YesRay Vernon With Ray Sinatra Ork.His 7113

Never Say No)Ray Vernon With Ray Sinatra Ork.His 7113

Renewal Split Ache To Get a Legal Going Over

NEW YORK, Oct. 14.—Long-standing thorn in the side of music pubs, the renewal split—when two writers give the same song to two different publishers on renewal, a thing that has happened countless times in the alley—will get a court test within next few weeks. A leading music attorney is bringing suit soon over the matter of two different companies not sharing in the money for a song where one company sells the film rights. Up to this time, even if both parties lived in different houses, if one pub sells tune to a publisher, the other firm doesn't come in for a share of the film money. According to the action being con-

Who Carries Who

NEW YORK, Oct. 14.—Two band managers were overheard making with the big talk (\$848,000) one day last week in front of the IRO building. One was heard to ask the other how the first manager's band was doing at a local spot. Naturally, the answer came back "terrible." So much so that the band did "848,000 last week." Not bad, the other manager nodded. "By the way, So and So is on the bill with us," the same manager went on, adding nonchalantly the name of one of the highest-paid comics around today.

templated, a suit will be brought seeking to establish a precedent wherein the firm that hasn't sold the film rights to a renewal demands a share in film receipts of the other firm.

Music Popularity Chart

Week Ending
Oct. 12, 1944

POPULAR RECORD REVIEWS

By M. H. Ordenker

DICK HAYMES (Decca)

Jodel—FT; V. Our Waltz—W; V.

Striking out on his own for these two sides, Dick Haymes sings out in commendable fashion for maximum returns. With the velvet scotting series about out by the Victor Young violins to set off his romantic piping, Haymes makes for attractive spinning on every score. From the movie of the same name, Haymes handles "Jodel," the sweet-saxophone serenade, with plenty vocal caress and in the way that will make all the 16-year-olds dream he is troubadouring only to them. A bit heavier, in fact making demands on his vocal skill, is his singing of the Nat Burton lyrics for David Rose's dream melody, "Our Waltz." Burton's wordage has captured the charm of the melody. While Haymes takes liberty with the waltz tempo, the wide melody range makes it more difficult for him to sing it out in free and easy fashion as his handling of the pop.

Combination of Dick Haymes and an appealing girlie song ballad is a clinch for success in the music boxes. There can be no mistaking the appeal of David Rose's "Our Waltz" melody to which the song-seller lends an attractive set of lyrics.

VAUGHN MONROE (Victor)

The Last Time I Saw Paris—FT; VC. After It's Over—FT; VC.

Unfortunately, the military scene shifted too fast for Paris of nostalgia song here to linger in any fashionable position among the hit parade. For that matter, the timing is out of gear at the moment for a post-war love ballad. Nonetheless, the intentions were honest ones on par of the waxworks to reissue "The Last Time I Saw Paris" (originally mated with "Then On a Windy Hill" for the Bluebird label) and "After It's Over" (once before mated with "You Were Never Lovelier" for the Victor label). Jerome Kern's melodic picture of Paris is given a bright rhythmic treatment with Vaughn Monroe making the lyrical expressions count. "After It's Over," styled in a ballad setting, brings on the vocalizing of the Four Lee Sisters.

Flame appeal of these sides are dubious, depending entirely on the degree of appeal which these oldies are able to drum up at this date.

COOTIE WILLIAMS (Hit)

Is You Is or Is You Ain't?—FT; VC. Blue Garden Blues—FT.

While it is fool-hardy to expect anyone to horn in on Louis Jordan's position in the driver's seat for his own "Is You Is or Is You Ain't?" duty, there is no reason to minimize the talents of others with the same. Case in point is the excellent piping, saucy and low-down, of Eddie Vinson with Cootie Williams' band. Taking it at a moderate blues tempo, Vinson wails the words to good effect, with a bit of Cootie's growl trumpet to assist in the matter. The standard "Blue Garden Blues," of the stomper variety, gives the band a chance to shine; or rather the solo hot horns, particularly that of the maestro.

Particularly at the race locations, where Cootie Williams and his band, Eddie Vinson, enjoy a wide following, "Is You Is or Is You Ain't?" is bound to attract some phone attention. And for the hop, skip and jumpers, his "Blue Garden Blues" is kept out the way that wows the college.

(See Popular Record Reviews on page 64)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Ordenker

RED RIVER DAVE (Savoy)

I'm a Conqueror With Old Glory In My Heart—FT; V. I'd Rather Die For My Country—FT; V.

While it's a little late in the fighting to start waving a flag in this manner, there are a lot of the tall grass country to these chants, and the way Red River Dave delivers the ditties, that should make wide circulation for this particular couplet. Both patriotic tunes, the approach to each is from opposite poles. Sure to win favor for a long while to come is "I'd Rather Die For My Country," particularly when the subtitle is added, "Then Live With My Wife." The humorous implications are there, and Red River Dave, who wrote the novelty with Sam Martin, another Bronx hillbilly, makes the most of them. The truly marching song and the driving band make a colorful trumpet provides the proper musical setting for the outdoor troubadour. Dave's (McHenry) "I'm a Conqueror With Old Glory In My Heart" is the sad and weeping sides of the 3rd lingering in goal in a strident suit while his bandmates outfit in khaki, and the singer gives it all the tear-jerking twangling it commands. Both sides loom big for the juke boxes, especially at the tap and tavern stands.

(See Folk Record Reviews on page 65)

ASCAP Reps French Longies for Annual 27½G on the Line

NEW YORK, Oct. 14.—Grand rights of French longhair composers acquired by ASCAP recently from the alien property custodian's office will cost the Society a reported \$27,500 per annum for the right to license the music. Rights had originally been held by the Elkan-Vogel Company, and are controlled by SACHEM, French performing rights society.

These rights, when war broke out, were held by the custodian's office until ASCAP took over the licensing rights, guaranteeing SACHEM the above amount per year.

BMI tried to get the rights, offering \$17,000 for them, but was outbid by ASCAP.

Decca Sticks Its Longhair Toes In The Water

NEW YORK, Oct. 14.—Decca Records last week signed Yascha Helfert, longhair fiddler, to a non-exclusive contract. Violinist has been with RCA-Victor. Under Decca deal he can also disk with any other company he wants. Decca, according to Prexy Jack Kapp, is not going out on the concert limb. They recorded Leonard Bernstein's *Fancy Free*, ballet piece, sometime back, but that's all.

Also known that there's a deal pending for Bruno Bled, musical director for Radio City Music Hall, to do an album for same company.

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BLUE GARDEN BLUES

7084 { THINGS AIN'T WHAT THEY USED
TO BE
CHERRY RED BLUES

7075 { TESS'S TORCH SONG
NOW I KNOW

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Camp Shows Now on Hunt For Combos To Go Abroad

NEW YORK, Oct. 14.—After a long spell of "no interest," little money or a combination of both, the drinkery acts are in heavy demand again. Not only are the lounges looking for voice and music combos but now Camp Shows, Inc., is also making a heavy pitch for the units. About a year ago when CSI first became interested in small packages the interest was based on the belief that a trio had so much mobility that it could be moved from spot to spot, either offshore or on the domestic hospital circuit without burdening transit facilities. A few such packages were bought and proved successful.

Then, said Dave Schooler, CSI production head, the organization began making a heavy pitch for the combos. From other sources it is learned, however, that despite the demand for talent, units showed little interest.

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SSweetheart of
Piano and Song
AUDREY THOMAS
Detroit, Mich.

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STHE STEWART TRIO
Featuring
BETTY STEWART
America's Foremost Girl Vibraphone Artist
Brynson, N. Y.

S**ARTIE RUSSEL**
and His Orchestra
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New York City

SVery "Tinseltown" One-Man Show in Tinseltown
"TINY" DAY
Entertaining Organist and
Accordianist
Currently at S. O. Camp Shows Over Seas

One CSI official explained that the "tax didn't help us one bit. We thought when the 30 per cent hit knocked a lot of the guys out of job they'd come running to us. But we didn't see any lines."

A cocktail rep said, "These acts would rather hang around town than sign up for six months."

25 Units Out
But whatever the reason, CSI has managed to send about 25 units offshore or place them in domestic hospital circuits in the past few months. The biggest demand, says Schooler, is for small units consisting of voice and instrument that can put on a 45-minute set. In the past month, says Schooler, CSI has managed to supply the Jolliters, Benson Berry and the Singers, the Los Panchos Trio, the Novelairs, the Theima White all-girl unit and other acts.

Where an act doesn't have enough to do a 45-minute or an hour show, CSI, says Schooler, will add another act or two to fill the running time.

Novelty combos, instrumental and voice groups are best for CSI purposes. Frequently musical units have to play for shows, and there aren't many around, adds Schooler, who can do their own acts and play a good show, too. Occasionally, explains Schooler, he buys a group who can put on a 45-minute set, he, unless they are added to fill up already existing groups, seldom work on their own. For even if they can't, a good entertaining job they often can't cut for a show.

Combo sent offshore for six months. Guys, if they have anything on the ball, may be sent out on echelon service, which means they work close to the front lines. Few units are never used for that work.

Domestic demand for cocktail units comes from the hospital circuit. A small combo, say two, three or four pieces, can move easily from ward to ward and work before large or small groups.

Noirchords, says Schooler, are out. Moving the instrument and setting it up create too many problems. Preference is for portable instruments such as guitars, fiddles and harmonicas. Pianos are usually found on locations.

There is no demand for drinkery packages to play domestic army camps, says Schooler. Camps are set for the day, entertainment thru the various USO vaude units. Besides, domestic service buses have their own acts to cut for shows.

Money is, of course, a problem, says Schooler. Budget is small and often inflexible. But if a combo is a nice size can do a job the money need not be too far out of line with that paid in civilian life.

Review
The Continentals
(Reviewed at the Colony Club, Chicago)
Unit is a group of nine appearing under American lads. Frank Avilo is on bass, Louis De Santos takes over on the accordion, while Lupe Garcia handles the clarinet. They have composed a nice style, heading strictly to soft, subdued music which makes them suitable for a small dinner spots and cocktail lounges.

Their brand of music strikes a nice note that appeals to rumba enthusiasts as well as table-dancers. There are no frills or novelty in their playing and the boys-concentrate on ensemble work. However, they would do well to interpose a few solos during the evening as it would lend variety to their repertoire and also give them a chance to display their individual talents.

Library leans to the romantic south-of-the-border tunes, ballads and pops. In addition they have a large selection of stock rumba tunes.

Featured is Miss Lawler, songstress, who has been added to the combo for their current date. She has a style of her own, combining the vocal in deep, rich tones, injected with a dramatic touch that sells well. She dominates the band with her playing and her appearance. Added to her versatility is her ability to sing in Spanish, Portuguese and Italian. *Jack Baker.*

East:

BENSON AND FORBES current at The Barn, Kingston, N. Y. . . CHRISTINE KATON held over at the Lafayette Hotel, Portland . . . BLAISE GRAPMAN current at the Traymore, Newark. . . FRANK RAMONI band went into Dempsey's, New York. . . WALTER WELCHMAN appearing at the Mayflower Hotel, Akron. . . KEITHLEY QUARTET drew still another ticket at the Monticello Hotel, New Orleans after two weeks.

CHARLIE PATTERSON trio at the Queens Terrace, L. I. BOBBY WINSTON is the new piano under Eddie Harris's Tavern, Philadelphia. . . FIVE KINGS and the Sophisticates usher in the music bar policy at Cat and Fiddle, New, Waterford, N. J. JIMMY GOLDEN has his trio located at Nat Segal's Down Beat, Philadelphia. . . ERNEST HAMORY featured in the Holiday Room at the Kalkreuth Hotel, Atlantic City. . . BILL DAVIES to Mitchell's Bar, Philadelphia. . . MARY HAVIS, one-time trumpet player for Ray Rutson, now with the Johnny Witro is going to Philadelphia's newest musical bar, the Beaux Arts.

BOBBY BROWN brings his boogie-woogie to Philadelphia's Tabbat Bar. . . TRIATONES added at DuMont's, Philadelphia. . . BON BON with the Crocody and Johnny Waters holding the juries at Lou's Moroccan Bar, Philadelphia. . . ED BAUDIS at Philadelphia's Barclay Cafe. . . GLEN and GAYNES JIMMY GOLDEN, Drew and Arden and Alexander alternate at Philadelphia's 164 Clover Bar. . . ELEANOR AND HER MELODY MAKERS take over at Clash

Blue-Law Suddenly Hits 4 Jersey Spots

NEW YORK, Oct. 14.—Four cocktail lounges were suddenly driven out of business when the officials of Harrison, N. J., began enforcing an old blue law September 28.

In town had ever bothered with was unearched and the town's chief of police served notices on the four spots to close to close up. Ordinance says that entertainment and dancing, or offering facilities for entertainment, is prohibited. Among the spots hurt by this edict was Dee-Jays. Building in which room was located was owned by Dee-Jay for the past 10 years and considerable money had been spent for remodeling and improvement. Spot spent real dough for entertainment and was doing good business.

In August, on renewed his night club license which runs until July 30 of the next year. On September spot was served and ordered to get rid of its live music and entertainment in three days time. Dee-Jay hired a lawyer. But all he could get was a postponement of 30 days.

Law permits juke box but no other entertainment. The spot was located on the Rainbow, Club Casino, the Arrow and Jones's Hawaiian Palms. They all appealed and lost.

Dee-Jay then picked up and moved into Seacurus, N. J., and took over the old Club Acme on Front Street. Spot is being slowly improved. Talent now in room is the Frankie Hope and the Three Octaves.

Other spots operating in Harrison are still in business but they have dropped all entertainment except the juke boxes.

Marr To Rep GAC On Combos in Iowa

CHICAGO, Oct. 14.—General Amusement Company here has enlarged its cocktail department with the appointment of Bernice Marr, who conducts his own booking office in Sioux City, Ia., to act as their representative in the Midwest territory.

Marr, who will continue to operate out of the Iowa City here, specializes in the handling of cocktail units, small bands and acts. This is the first step GAC has taken in securing an outside affiliation,

and Carry Cafe, West Collingswood Heights, N. J.

THREE MEN OF RHYTHM for the reopening of Camp Maple Shade, N. J. . . JESSIE ALLMILLER and his Electro-tones take over at the Hofbrau, Bridgeport, Conn. . . The Trio, returning to the Pelican, Bethlehem, Pa. . . THREE SOPHISTICATES set at Cat and Fiddle Inn, Waterford, N. J.

Here and There:

BILL KOHLER has replaced Al Nall at Toledo's Hillcrest Hotel. . . JULES AND WEBB had their contract extended from 4 to 16 weeks at the Bellview Hotel, Kansas City, Mo. . . PENNY CARLTON current at Lenox's, Cleveland.

"THE DOLODRIONS" option renewed at Georges, Glendale, Calif. . . DOROTHY CARROLL can be seen at the Little Brown Jug, Kankakee, Ill. . . BOY GROVELL goes into the Bowl, Springfield, Ill. . . JACK CHAYFORD held over at the Drum, St. Paul. . . AL JACOBS TRIO opened at Showbar, Evansville, Ind. . . JETTA RAY held over at the Blue Bird, St. Louis. . . HOWARD BIGGS now doing a solo at Circle Bar, Kankakee, Ill. . . SLATS WATSON, piano, at the Blue Bird, St. Louis. . . HELEN DEXTER current at Minnesota Hotel, Minneapolis.

"PLINK, PLANK AND PLUNK" took off at the Blue Grass Club, Cleveland, October 1. . . GOLDIE (ex-Paul White) and his Trio, after a year at the Mayday Club, Plainfield City, N. J., GANDY SANDPIPER held over indefinitely at Van Glore Hotel, Dayton, O. . . BARBARA CARROLL, piano, current at Alpine Village, Cleveland.

TWO BEATS OF RHYTHM linked in at the American Legion Club, Omaha, starting October 18. . . NORM SCHILLER skidded for the Lake Hotel, Gary, Ind. PHIL DOOLEY is at the Lakotas, Milwaukee. . . LIL ARMSTRONG has been booked for the Eastown Bar in the town of Brown. . . MUSIC MASTERS opened an extended engagement at Tony's, Cleveland. . . TOMMY EUGENE, pianist, opens at the same spot November 1. . . MIKE MEKENDRICK into the Bamboo Room, Kenochea, Wis., starting October 16. . . CARVER WEBSTER current at the Time's Lounge, Rockford, Ill. . . LEE BARNES TRIO are skidded for the Ripette, Calumet City, Ill.

"GATMAN" GROWTHERS goes into Lou's Girl, Newark. . . CHENAUAT AND DAY have been booked for the Downbeat Room, Sioux City, Ia., starting October 31. . . BOB MOORE is at the piano in the Bamboo Room, Kenochea. . . BOB SILVESTER (4) inked for Babe's Restaurant, Des Moines, Ia. . . JIVIAN GARY moves into the Maple Club, La Salle, Ill. . . CHESTER MARKET and LAURA LEE ANGLES, Hammond organ duo, are playing at Gene's Lounge, Fargo, North Dakota. . . GLEN BROOKS is skidded for the Miami Gardens, Jasper, Mo. . . LLOYD HOUSMAN TRIO also at the same spot.

DOROTHY HACKER, organist, booked into the Island Hotel, Richmond, Ind. . . LLOYD GREGORY opened at the Theater Bar, Terre Haute, Ind. . . JETTE KAY drew a holdover at the Melody Mill, Fort Lae, Wis. . . DOC PARKER, piano, at the Melody Mill, Fort Lae, Wis. . . UNIT ARMY AND DAVIDSON is doing the keyboard work at the Circle Bar, Kankakee, Ill. . . BOB MOORE, piano, at the Circle Bar, Kankakee, Ill. . . JIVIAN GARY, pianist, now at Lord Lansdowne's, Dayton, O.

AL GORDON and his Canines inked in at the Beaver Run Country Club, Newport, Ky., starting November 13. . . THREE MELODEES opened at the Hi-Lou, Kettie Creek, Mich. . . THE WHEELS drew a holdover at the Bowery, Detroit.

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LAST WORDS ON THE BILLBOARD

Finally

NEW YORK, Oct. 14.—Billy Rose inked his contract with AGVA this week and the document only needs the signature of Matt Shelvey, head of the union, to put it into effect. Altogether the deal was made in mid-summer, John Hancock by both sides is coming about only now.

Nan Blakstone, Flor. Gardens Tangle Over Ad

NEW YORK, Oct. 14.—Familiar tangle between Nan Blakstone and the Floridian Gardens, of Hollywood, was teased into AGVA's lap this week and may shed light on the rights of performers versus clubs and the other way around.

As reported by Mort Rosenthal, AGVA's attorney, Miss Blakstone was booked into the club for a month, to end about September 10, but was cancelled out a few days before because (see Blakstone Ad Tangle on page 15)

Kaliners Sell Bali; 2 More Philly Clubs Given New Owners

PHILADELPHIA, Oct. 14.—Club Bal, once the town's top niter until shuttered by the Kaliner Brothers last spring, is expected to return to the after-scenes later this month.

The midtown spot was sold this week by 1-b. Fred Schatz, who is Stanley Schwartz, coming to the field via a chain of shoe repair shops, partnering with Bob Wasserman. Kaliners continue to operate their next-door Little Pudding.

Another change in niter ownership has Jack Turnick becoming the new owner of the Open Door Cafe, dark for some time.

Also, David Trussell and Samuel Emerson are now partners in the Everglades since the former purchased the interest of William Jackson, a third partner. All three are now to the niter field, coming from the plumbing and building fields.

Nazarro Job-Agent License Canceled

NEW YORK, Oct. 14.—Round Two in the legal battle between Pearl Bailey, Negro singer, and Nat Nazarro, local talent manager, took place this week and ended with a score against Nazarro.

As reported in *The Billboard* last week, Nazarro was in the form of a suit by Nazarro against Miss Bailey to collect a claim of about \$800 in back commissions.

Round Two was a session in the office of License Commissioner Paul Moss, brought about by Miss Bailey's attorney, Attorney Jeter, at which Nazarro's employment-agency license was lifted by the commissioner.

According to Oltman, Nazarro told Moss that he, Nazarro, and the Dorsey Brown agent, a manager, Moss thereupon demanded, received and canceled the employment-agency ticket which Nazarro held from the license commission, making him ineligible to function further as an employment agent.

No attention was effected in Moss's office, states Oltman. Both sides, he reports, reiterated their contentions—Nazarro that the money was owing him, and Miss Bailey that it ain't so.

Meanwhile a new factor may enter the case. Mortimer S. Rosenthal, associate counsel of AGVA, said yesterday (13) that the union had been asked by Oltman to look into the suit. Rosenthal added there is a strong likelihood that AGVA will investigate Nazarro's business set-up.

\$100-125 Top On 2 New Ice Revue Pacts

AGVA Calls Them Model

NEW YORK, Oct. 14.—Terms which will set as a model for all future roller and water revues have been worked out to cover the Joe Folies and Joe-Copades blade shows, according to Matt Shelvey, national administrator for AGVA, who returned here Wednesday (11) from a three-week jaunt to the West Coast, where he negotiated the two Hans Brinker contracts.

Shelvey said that the new pacts, due to run four years, provide major advances over the old Joe Folies and Joe-Copades (see \$100-125 Top on page 15)

Brown Derby Shut; Chicago Cops Claim Operator Has Record

CHICAGO, Oct. 14.—Mayor Kelly, acting on a recommendation of Police Commissioner Altman, revoked the license last week of the Brown Derby, one of the Loop's leading niteries.

The revocation was based on an investigation by Virgil W. Peisner, operating head of the Chicago Crime Commission, who reported that the owner of the spot, Sam Rinehl, alias Sam Reynolds, had served a sentence in Leavenworth for violation of the prohibition law and was not a proper character to operate the spot.

In addition, the Crime Commission charged that the liquor license for the niter was issued under the name of August Rinehl, brother of Sam, and that the police winked at the same, knowing that Sam Rinehl, having a police record, was the actual operator.

The revocation of the license is the first one issued to a niter here. Commission intends to follow thru on further investigations.

WM, MCA Rumored Setting Up Subsidiaries to Coin Icers

NEW YORK, Oct. 14.—The William Morris office and MCA Corporation of America were both rumored this week to be forming subsidiary corporations to produce ice shows for hotels. Both have been active in the field for some time.

David (Sonny) Werblin, MCA vice-president, officially denied that his office is forming any subsides to produce ice shows and declared there was no significance in the fact that Jules Stein, MCA president, sat in on recent contract negotiations for two big blade revues.

However, an important trade source said yesterday (13) that MCA has long held financial interest in such full-scale acts as the Son's Heine affair, Joe Folies and Joe-Copades, so any decision to go into this kind of business on a more extensive scale would not be surprising. In the absence of both William Morris

Could Be

NEW YORK, Oct. 14.—Bob Weisman and Harry Levine, the Paramount's manager and booker, respectively, were standing outside their offices, watching the mob of bobby-housers waiting to get in to catch Sinatra. Many of them carried bundles under their arms.

"What are those boxes?" Levin asked Weisman.

"Lunches," said Weisman.

"There's a guy with a clothing box," retorted Levine. "L is here for the week-end with a change of clothes!"

Black Plans Niterly On Chicago's Ritzly Michigan Avenue

CHICAGO, Oct. 14.—Windy City may soon see the opening of its first niterly, on Upper Michigan Avenue, if the president of Johnnie B. Brown, owner of the swank Medinah Club, are put into effect.

Black, former owner of the Congress hotel here, before the government took it over as a training center, recently acquired the 36-story club, operated for years as a private membership affair, thru a foreclosure.

New deal calls for the spot to be operated as a commercial hotel. No plans have been set, as yet, regarding the entertainment policy of the room.

P.A. for Lon Chaney; Brown Mulling Tour

NEW YORK, Oct. 14.—Two more top performers will do a vaude tour in the near future. Lon Chaney Jr. starts his first appearance in the city this week. Brown was originally set for theater dates beginning November 1, but unforeseen events caused cancellations.

Second performer to do p. a. is Joe S. Brown. Latter, however, is still in the gab stage as Brown has radio contracts that have to be filled.

and Abe Lastford on the Coast, Leon Castria, of WM's legal department, stated that the firm has had a subsidiary called M. L. Trust, Inc., in existence for about 10 years whose function is to produce ice shows such as the one now (See WM, MCA DEAL on page 15)

Helsing & Isbell Go Separate Ways

CHICAGO, Oct. 14.—Bill Helsing, co-owner with Marion Isbell in a chain of cocktail lounges and restaurants here, dissolved his partnership last week, when he sold his interests to Isbell, after being associated with him for over 12 years. Spots now under sole ownership of the latter, include the two Isbell restaurants, the 51st Street lounge and the State and Washington street cocktaileries and eating places. Helsing retains the Vodvil Lounge, smart North Side spot, which was opened three years ago with a new policy of presenting vaude within the bar. He will continue to operate the spot under the same plan, concentrating on music attractions and feature acts. First show set under the new deal features Paul Gray, with Mary Ann Dodd, Chet Robie and his ork and two sets.

\$\$\$ in Boogie & Blackstone

Complexity of night club, vaude dealings makes room for 'management counsel'

By Paul Ross

NEW YORK, Oct. 14.—To most people boogie-woogie and Blackstone may seem far apart, something like East and West—two things which never should meet.

But here in the showbiz capital of the world there is a group of men who not only make boogie-woogie and Blackstone meet, but draw lucrative livelihoods out of it.

Moreover, the group will probably increase in size and scope of activity as time goes on if show business continues to flourish. By the night club-boogie-woogie industry, continues along present lines.

The group comprises a number of individuals and firms who, starting originally as practitioners of the legal arts, have now become what is now called "management counsel" work for names and attractions of various types.

Dutch Uncles

Performers retain them for flat sums or on percentage arrangements to carry out on voluminous legal business in which most acts become involved once they climb out of the low-price category. They usually cover a wide range of work, see that contracts are properly drawn, expenses met, insurance policies paid, tax forms made out and, occasionally, that personal problems are settled, based on bookings, handle agents, guard earnings and function as wet nurses and Dutch underlings.

In short, they begin by working on some legal kink for a performer and wind up carrying out many of the chores of the old-time personal manager. The "management counsel" is not new as an institution in showbiz, of course. He has existed in the legitimate field for a couple of decades, at least. He has also had a prominent place in the band business for many years. But it is only lately, relatively speaking, that he has begun to be seen in the night club-boogie-woogie field and, by general agreement, he is becoming more numerous and influential.

As a consequence, many straight-line agents, especially the smaller independent ones, are worrying. They aren't ready to take up arms or go to bat, even if this could be done, but they are suspicious enough to gab anxiously about it—and wonder.

Close Connections

Whether anything can be done is pretty doubtful. The increasingly close connections between night club-boogie and the legitimate branches of showbiz, the growing frequency with which performers move from one field to another—particularly if they are semi-names or better—poses daily legal problems with which the lawyer comes to regard as an actor to solve. There is nothing illegal about this, nor is it unethical. It's simply a case where the complexity of show business today makes it necessary for an actor to have the kind of handling which will take him thru the maze unharmed.

What irks the agents who complain is that the lawyer has moved into a field which they regard as their own without having to buy an agent's franchise. John (See Showbiz New on page 27)

NIGHT CLUB REVIEWS

MACK DAVIS & MCA ARTISTS, LTD.

Lyons handles the emcee task and opens the show with a set of baritone warbles. Antes with *Long Ago*, the ballad, leading requirements of which are not for a singer of Lyons's type. On next number, *Great Day*, singer reveals a bit of voice of good caliber and an ability to sell in the swashbuckling manner. For best results the guy should stick to numbers like this. Closes with *The Eagle* and Mc, new specialty tune from the show. This is a good try, and where Lyons has studied and rehearsed.

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Josephson Preps 150-G Club; Will Build Down Latin Names

NEW YORK, Oct. 14.—Barney Josephson, operator of the two Cafes Society, will open "the most authentic Latin American night club in New York" about February 1 under the handle of Cafe Bolivar, after Simon Bolivar the George Washington of South America.

Spot will be situated on the East Side and will be a strictly de luxe operation, according to Josephson. Op expects to sign the lease next week for a site not used for night club purposes before one time he was interested in taking over the closed Rialma for his new L. A. nitey but decided against it, he states. Cost before opening the doors of the Cafe Bolivar will be about \$150,000.

Josephson says the purpose of his new club will be to present to North America the authentic face and talent of Latin America. Toward this end he has lined up a series of McCoy recipes and a group of kitchen employees to make 'em, he says. Food will be the real thing as suggested by diplomatic representatives from South-of-the-border and will be presented with touches such as bawling Mexican-Indian women prepare "tortillas" at patrons' tables, says the op.

Talent No Worries

It is not worries about the talent problem, Josephson declares, because he does not intend to exhibit the now standard Latin American performers working in other cafes. He will attempt to do with L. A. performers what he did with Negro acts—that is, he will find unknowns and create his own names, he says.

To keep himself supplied he has had several scouts working for him all over Latin America for months, he reports. One of them is Francis Luhan, formerly a member of the Latin American department of Marka Music. He will import such unusual Latin acts from Mexico, at vian Inca dancers, Josephson says, and will stay away even from flamencoists because the American public has seen many of them.

The club owner says that he has already cleared the necessary diplomatic channels in order to bring L. A. performers up here and is prepared to post \$1,000 bond for each. Latin officials will co-operate in finding and shipping talent, he says, because Cafe Bolivar will be devoted to promoting the good neighbor policy and will be a place where South-of-the-border diplomats can show what they consider to be the best their countries offer.

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MAGICAL FANTASIES UNIT

(AGVA Show)

Rm. 111, Roosevelt Hotel, Indianapolis, 4, Ind.

Spot will be decorated in luxurious style with a Latin motif, says Josephson. Jose Orozco, the great Mexican mural painter, will prepare the wall decorations. Prominent in the pictures will be Bolivar, Roosevelt, former Under-Secretary Summer Welles of the State Department, Cordell Hull, General Linares Candenas, former president of Mexico, and other major figures in Pan-American relations. Among the projects contemplated for Cafe Bolivar after it gets going is a regular program of short-wave broadcasts to Latin America.

Josephson will go the whole thing alone, he says, without partners. He has been mulling the plan a long time and was ready to start in the spring but was stopped by the 30 per cent nitery tax.

Calif. Agents May Adopt "Rule B"

HOLLYWOOD, Oct. 14.—The California fee-splitter will soon be operating under AGVA's "Rule B" if discussions to this effect held here work out. Matt Shively, head of AGVA, met with officials of the Southern California Agents' Association and the Hollywood Guild of Artists, preparing their application to AGVA to come in under the terms of "Rule B," which governs the relations between artists, agents and managers.

The Artists Managers' Guild, target of the two California agent acts also centered here, has already applied for a "Rule B" contract.

While he was out here, Shively nudged with the San Francisco agents who are not organized. It is understood the San Fran performers signified their willingness to accept "Rule B" but are, as yet, undecided whether to form an organization, sign as individuals or apply for membership in some other agency body.

Idolice Buys Moose Spot; Barbara May Operate for Him

DETROIT, Oct. 14.—Purchase of the Moose Temple, downtown spot, by Peter J. Idolice, of Amusement Booking Service, was confirmed this week by Idolice. Amount spent for the structure is reported around \$200,000. Idolice said he has no immediate plans, although rumors have widely connected the name of Frank Barbara, owner of the Bowery, as the probable operator of the spot if the deal went thru.

Spot would be in opposition to the Latin Quarter, operated by Lou Walters, which opened four weeks ago. Idolice indicated that remodeling or disclosure of plans would not develop until around the first of the year.

Latin Quarter, meanwhile, has been doing well, with an elaborate advertising budget and showing on a most advantageous basis. In Detroit is accustomed to. Reports of planned expansion for the spot, by taking over adjoining property, continued this week.

BLAKE ANCH, NEW YORK.—With the addition of Machine Sullivan and Bove Reyes spot can boast of having one of the best little shows in town. Certainly the new selection will improve the show.

Miss Sullivan, working in a pin-point spot and looking part as ever, give out with an easy, mellow manner that makes the show until you can hear the proverbial pin drop. Opens with her standard *Molly Malone*, follows with *There's a Secret Too*, then ends with *Move It Over*, followed by a terrific arrangement of *Blues In The Night* and *They're Up to Her Ears in Love*. Desmond. Despite thrush's small voice her whipped-cream delivery was sock all the way. The walk-off hand she got broke like thunder and if it weren't for the fact that acts work here about 15 minute apart she would have stopped the show. The new selection was the new repertoire was *Blues In The Night*. Her low, moaning delivery gave number a throbbing quality which took it out of the pop class and put it into a classic folk-tune category.

The new selection also new here, sells her French, Mexican and pop stuff capably. The black-haired, black-eyed beauty doesn't have a top voice but she more than makes up for it with her own slick alemanahship. Gal displays various voice tricks and graceful arm gestures which make her a real show. A little sorry. A Cole Porter oldie, *You Don't Know Fare*, didn't register so well. But on the fact, wrote French and Mexican Gal gets top result.

The Bernard Brothers, Pearl Bailey and the Herman Chilton Trio (reviewed in *The Billboard* September 18) were out over.

Bill Smith.

CHICAGO, CHICAGO

(Continued from page 25)

and his ark, who were brought in to back Miss Rogers.

Miss Rogers with a fast pace, with Breeze and his gang dishing a neat melody of college football songs.

Acclimated to the appearance of the Six Wives. This sextet performs a series of juggling stunts that command attention. Their teasing and twirling of the audience is in the line of expert fashion. Highlight of the act is their difficult ladder stunt, team balance themselves on the top round of two ladders while partners toss the clubs while balancing on their shoulders. Had to do two curtain bows.

Lena Horne, apla vocaleto, creates a sensation with her distinctive style of warbling. This charming congress with her husband presiding in one of the finest singers to ever appear at this house, after warbling of *Dead I Do, Honey*, *Such a Fool*, *Stormy Weather* and *I'm Going To See My Baby* brought the house down.

The 17-piece orchestra was a surprise. Band which furnishes the musical backing for Miss Horne was brought in on the last minute. The band was the billing in the first day's advertisements. Does a fine job in his opening number of *Top Kick*, followed by a sharp sax solo.

The Three Sailors furnish the comedy atmosphere with their knockabout comedy stunts. Showing on a most advantageous basis. In Detroit is accustomed to. Reports of planned expansion for the spot, by taking over adjoining property, continued this week.

Lou Breeze, before departing from the bandstand features *Pony Panico* on the trumpet and the skin beating of Charlie Wagner in an original version of *Heavenly War Chant*.

Show provides 50 minutes of solid entertainment. Pic, *Maisie Goes to Reno*. Jack Baker.

AMARANTH, NEW YORK

(Continued from page 25)

and Louie handle dancing. It's all big-time vaude.

No matter what anyone says about Sinatra's voice, he's a master at phrasing, especially on a pop that has a half decent lyric. Altogether sounds simple and uncomplicated. The song is apparent that he's definitely taken advantage of typical content of pop songs and given them personal meaning to every kid in the audience. That was more than appreciated by this reviewer's mind, for when he gushed on a certain phrase, such as "there's

COG Yens Herlands For Nitery "Czar"

NEW YORK, Oct. 14.—The "Cafe Owner" Guild of New York is thinking of engaging William B. Herlands, former commissioner of investigation, to act as a "night club czar." Herlands is said to be interested in the proposition.

Plans to engage him were formulated by the COG in late June. Last Tuesday (10) in the Hotel Astor. A subcommittee was named to offer him the deal and to look into the possibilities of staging a membership drive here with due to be sealed according to number and number of seats in each nitery. The new plan calls for Noah L. Braunstein, COG's counsel, to work as assistant to Herlands.

For the time being, according to the plan, Herlands would function in New York only as an impartial arbiter and as COG-boss for the situation in relation to actors, and so on. Later, it is hoped, the rest of the country's nitery industry can be persuaded to accept him as its czar.

romance in your menu." In the tune *What a Difference a Day Makes*, the kids squealed. It's a good thing he didn't

He's cut out the bow-tie and boyish appearance which is all for the better. He's now out to sing a tune and do the show opening days this evening. The first that can be for a number of reasons.

However, he could have come out and laid out the house to sleep and probably the house wouldn't have been as big. After drifting thru half a dozen pop, each one a killer, no matter what the music, he finally went to *Swing a River*. That he's not only a romancer, but can sell straight material was demonstrated.

He walked off with a parody to *Swinging Satchel* to Mr. telling the story of F. S. in song, and it's effective mainly because he kept himself.

All in all he puts on a great show, probably because he gives the impression of not taking himself, but his job, seriously. He stops the howling at one point to query, "Do I Stop You From Making a Fool of Yourself?" and then goes to the above point across. He gets a fine assist from Raymond Paige's ark, some music to spread over across the stage, some rhythm section on the other, and Paige in the middle. Leader doesn't money across, he finally went to the best all-around musical job seen on a New York stage in a long time. Not only are arrangements way above par, especially in the instrumental department, but he's got the cream of crop of musicians. Only bad spot in music was in opening number of Ellen Barton's tune, when a horn came in, engineered her. After that it was smooth sailing.

Miss Barton, gal who got break on Sinatra's show, is a class attraction all around for what she has on her, and that she handles herself in a Garland, etc., with all the polished gestures that make a Garland singer one of the best. She has a clean, bright voice and for 17 year older has plenty of poise and flourish in her stage presence. She gets the most out of her material, and she's bouncing around and so allows the audience to concentrate on her voice, and nothing else. She does *Pretty-Good*, *Travelling Song* and *True Love* is a lyn. Gal is a stylist, and is definitely going places.

Ole O'Toole, impressionist, has been around for a while, but his one is standard. Does mostly radio pieces, including Fred Allen, Duffy, Gabriel Felt and others. Altogether he has no trouble in establishing his character, and he falls into same pit others doing similar act. Just impersonating characters is not sufficient without terrific gag material. It's like a radio show that on its funny without good writers, no matter how clever the comic reading lines is. He needs a good writer, and he gets it. He'll read plenty close to top. Pops and Louie, dance team, go thru standard routine, but stand out due to some stuff that's a little different, and with on a small stage. There's the usual flip, jump and skip, but lack of space and performers' at ease manner helps sell material.

Pic is Para's Our Hearts Were Young and Gay. Paul Secor.

B. O. Weakens as Old Bills Bow; Para. Exits With 350G

NEW YORK, Oct. 14.—Clear sunny skies and cool evenings didn't contribute much to Stern houses in the past week. Last days of bills kept some customers away. But other betterers were dropped off, too.

Radio City Music Hall (5,200 seats) bowed out with a fourth week of \$36,000, with Coleman Clark, Henry Ross and Gusmano Brown. Opera brought \$13,000, followed by \$11,500 and \$10,400. The bill premiering Thursday (12) has June Purcell, Todd and Flo Tishler, Jack Powell, Hilda Bekker, Van Grena and Mrs. Parkington.

Roxy (6,000 seats; house average, \$75,000) for its third week of the two-weeker with Yelton, Yolanda, Senor Venegas, Peters Sisters and Greenwich Village got \$51,600 compared with opener of \$50,000. New show opened Wednesday (14) has Joekie Miles, Hazet Scott, Harrison and Fisher, and Laura.

Capital (4,627 seats; house average, \$55,000) slipped to \$57,000 for the second week with Horace Heidt and Second City's compared with opening week's \$76,000.

Paramount (3,664 seats; house average, \$75,000) eased out with \$50,000 for its third week with Andrews Sisters, Mitchell Ayres, Pat Henning and Double J. J. J. compared with previous week's \$80,000. First show opened Wednesday followed by \$62,000 and \$64,000. Take

for run was \$350,000. New flesh show blew in Tuesday (10) headed by Frank Sinatra. Also has Raymond Paige, Art, Elena Barton, Harry O'Connell, Pop and Lora and *Our Hearts Were Young and Gay*.

Strand (2,770 seats; house average, \$45,000) opened \$40,000 for the sixth week with Charlie Barnett, Art, West and Ludwig, Edwards Sisters and Arene and Olsen. Second week had \$45,000. Preempted with \$41,000 followed by \$63,000, \$50,000 and \$56,000.

Loew's State (5,500 seats; house average, \$25,000) slumped to \$25,000 with Willie Howard, Maury Amsterdam, Phil Brito, the Jankeys and Heil. The *Conquering Hero*. Previous week's take was \$33,000. New stagehouse has Henry Armetta, Harriet Hooton, Faley Garrett and Dragon Reed.

No-Name Shows Dull B. O. at San Fran's Gate and Warfield

SAN FRANCISCO, Oct. 14.—Golden Gate and Warfield broke about even, with a below average because of the lack of strong stagehouses. Golden Gate (2,650 seats; house average \$27,000) grossed \$27,000 followed by \$24,000 and \$24,000. Headlined was Art Linkletter and his NBC Coast-to-Coast radio show. People Are Funny. Also on bill were the Delta Rhythm Boys, Shylo, Brown, Walter Boag, and Bud Moore's house card. Pic, Heavenly Days. Warfield (2,600 seats; house average, \$26,000) grossed \$24,000 week end of October 9. Stagehouse had Eddie Jay Jr., with Toni La Rue, the Berrie Sisters and Ruppel. Pic, Atlantic City.

Dunham 13G in Twin Cities

MINNEAPOLIS, Oct. 14.—Katherine Dunham's all-star group, which has a neat \$13,000 for 10 performances in the Twin Cities. Opening at the Minneapolis Loew's (2,600 seats) on Tuesday (10) for five shows thru October 1, Dunham show drew \$8,500. Moving over to St. Paul, Minn., the Dunham grossed \$4,000 from October 2-5.

Mt. Music 5G in Indianapolis

INDIANAPOLIS, Oct. 14.—Pair \$55,000 was registered by Keith's Theater four-day showing, ended October 6, of *Kenjo* and *Barry Deney*, with Crosby, Harp and Little Elmer, Four-Tones Quartet, Randal Parker, Luke and Millie, Smoky Ward, Gene Davis and Wade Baker. Pic, *Friendly Neighbors*.

HOTEL NEW YORKER

(Continued from page 24)
of Hank Snow to the metropolitan crowd of New York City. His singing efforts are more along lee-hooper. Both gals deliver in cleft and stage hand-sawing.

Two men, Jerry Mapes and Billy Peterson, add plenty of gliding thrills to the show with routines of ballet-dancing-fencing and novelty dancing, respectively. Mapes is a gifted blind-hooper who moves with remarkable ease, while Peterson is a nervy young man with genuine talent for a sock routine of ice trickery.

Doris Vandenberg, featured, handles the role of the girl who becomes the movie star and does it ably. Also appears for a routine set to blues music, number being a case of refined, coolish-and-bumps affair. This she handles well, too.

Revue runs 45 minutes and it's nearly all entertainment. Johnny Long, opening the show-cutting, turns in a job. Don Harding, of the Arden company, emcee and sings the show score. On the emceeing he's okay, but his singing he's below par. Handicapping him is a string of corny patter which explains the early. This could stand some heavy retooling. His capacity when caught.

Paul Ross.

LLOYD AND WILKS wind up a theater tour at the Riverdale, Milwaukee, week of November 3 and follow with a two-weeker at the Riverdale, Covington, Ky., beginning November 16

Glen Gray Batters Duke's First Week Records at Stevens

CHICAGO, Oct. 14.—Glen Gray and His Casa Loma, Oct. 14.—An elaborate floor-show, broke all attendance and door-receipts for the first week at the Stevens Hotel's new Boulevard Room, ending October 11. Show, which inaugurated a new night-club, had an attendance of 4,000 persons, who paid a total of \$27,500. The take sets a new high for the room, and is the highest since the opening. It also opened the spot the first of the year. In addition to a good plunge of advertising and a heavy opening night crowd, the show was also topped up by delegates attending the National Restaurant Men's Association convention.

Stage Shows Help Till Despite Poor Pix at Downtown

DETROIT, Oct. 16.—Business has kept at a consistently fair level for the Downtown Theater (2,600 seats; house average, \$25,000) despite heavy competition from other houses—in fact, the heaviest stagehouse opposition this house, with its lack of strong stagehouses, has faced since Howard Hughes has taken over. Result is proof of the drawing power of straight stagehouses at the box office in this town.

Louis Prima, co-starred with Ella Mae Morse, grossed \$27,000 for the first night and to \$27,000 last week for Hal McIntyre's orchestra plus Marion Hutton, The 10, a Deir product. Current week's bill, with Shylo, Boag, and Bud Moore's house card, is slated to go about \$21,000, according to opening indications.

Auld, Pastor, Duke Do Okay in Chicago

CHICAGO, Oct. 14.—An influx of conventioners, plus nice weather and good stagehouses, helped the Auld, Pastor, Duke and his trio to gross about average at the three vaude pic houses. The second week holdover of Perry Como, the Three Goddards, the Clark Brothers and a strong pic, *Serenity* Cross, brought in a good \$55,000 for the Chicago Theater (2,600 seats; house average, \$25,000). Headlining and George Auld and his pic, the Three Sailors and the Six Wives opened to a hold-out crowd. Bin for the current week looks good for a heavy \$55,000. Opening (3,200) held its own by opening approximately \$55,000. Response for the next take were Jean Parker, movie star, and the first appearance of Tony Pastor and his band. Current bill, headlining Donna and Belita, with Frank Gaby and Stanley and Muriel supporting, opened weak. Duke Ellington brought in a heavy \$55,000 for his second week's appearance at the downtown theater (1,600). This take was only \$55,000. The show's ticket price was \$2.50. But with Boyd Bauburn, the only name attraction, opened to a fair house. Spot will be good if it hits \$16,000 for the week.

Tucker Gets 21G in Philly

PHILADELPHIA, Oct. 14.—After a rousing week with Lena Horne in the lead, the gate slidded considerably for the week ended Thursday (10) at the Ziegler Theater (seating capacity 3,000; house average, \$20,000; prices, 45 to 95 cents). Depending on the show, the Tommy Tucker band, the band just saved the house par with a satisfactory \$21,000. Cordin and Sawyer, and Bob and Art Catron were the added acts with the band padding the billing with Don Brown, Kerwin Somerville, Bud Kinker and Three-Times Seven and Lou Down on concert may have helped some. Marquee and newspaper ads devoting much space to Benay Friedman's appearance in the coltoid.

Howard 12C in Bridgeport

BRIDGEPORT, Conn., Oct. 14.—Biddy Howard, playing a return engagement at the Rialto Theater last Sunday (10), drew 1,011 customers for a gross of \$11,930. He played the same spot September 14, grossing 1,000 patrons and a gross of \$11,265. Admish, \$1.20 both trips.

Showbiz a New And Lush Field For Mouthpieces

(Continued from page 27)

an organization, take out a license, and so on. They claim that management counselors are, in fact, engaged in the same old game, but the difference is, hence are taking bread out of the fee-splitter's mouth.

On the other hand, numerous agents are likely to work with management counselors. Because the Blackstones, generally, tend to represent the better class of artists, the procurers are glad to tie up with the lawyers to handle the actual booking, as this gives them a supply of attractions and that, in turn, builds up the agent's reputation as a source of good merchandise.

Give Advice

Management counselors, of course, deny that they are actually engaged in the same old game. They claim that they are merely functioning as lawyers and giving advice to acts the way a real estate counsellor advises a landowner or a bank lawyer a bank. They concede that they accept or arrange bookings, but they insist that their business is farmed out to regular, franchised agents who collect the regular commissions.

On the matter of commission, however, the agents insist that, because some management counselors go in for fee-splitting, usually allowing the agent to get only 5 per cent.

Among the mouthpieces doing management counsel work here are Chauncey S. Olman, who represents Mildred Bailey, Bert Hines and Red Norvo; Herman Levin, who abandoned his general legal practice to handle the Golden Gate Quartet; Michael Vulliamy, who represents Paul Winchell, Beatrice Kay and Woody Herman; A. L. Berman, who is generally understood to represent George White and numerous popular performers; and one who is understood to represent Danny Kaye; Edward Masters, who represents Johnny Lindquist; and another, who represents Artie Shaw and Johnny Guarnieri, who represents Gene Krupa.

By general request, Arthur Hays Sulzberger, for numerous acts, and so is I. Robert Broder, who Broder denies that he does management counsel work for the famous Mrs. A. J. C. (Mrs. F. Abbott and Costello). Before he went into the army, Jonas J. Silverstone, national counsel for ACVA, also represented numerous performers.

Agents Have Degrees

Proof that a law degree is a handy and profitable thing in the business of representing acts is furnished by the fact that a sizable number of men actually engaged in the fee-splitting trade have law degrees. Milt Krasny, general manager of OAC, is a Blackstoneite. So is Abby Greenhill, indie agent. Ditto, Mory Goodman, Leon Kellman, Nat Lewis and Sam Hirsch, all of William Morris.

One agent maintains that right now in New York there are more than 20 lawyers engaged in the business of representing acts who are doing management counsel work. And if that's a lot, he says, keep your eye on the future.

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SCHILL SCENIC STUDIO, Columbus, O.

Hub Uses Air To Sell Showbiz

(Continued from page 3)

Boston, using WNAC for package units and all stations for spot buys. Universal and Paramount, too, have boosted their radio budget in the spot announcement sector.

Now, however, that night clubs and ballrooms have turned to the air wave to plug their products is the hottest locally. Hotel rooms and clubs have been accustomed to hearing the night-remotes merely for wire casts. Today, this time is being sold, not given away free. Line charges, with time so tight, and with the night spot and ballroom owners wising up to the value of what they used to have, radio time for the music in the rooms, the trend is toward buying those time segments and adding strong plugs. Or else buying entire shows and pushing hard for immediate business on the same evening.

Night Spots Putting It On Line

The Toletem Pote Ballroom is a good example of the changed situation in Boston. Replacing the customary spot announcements, the place is now buying a once-weekly half-hour remote from the suburban ballroom circuit. The place plugs on at several other strictly local outlets. Coors Gables, a new name-brand spot in the suburbs, has been buying time announcements from WNAC and presently dickering for remote sessions with the top band names are playing the place.

Hotel Buys

The second fairly significant trend is the purchase of five 15-minute time segments at WCOP by the Sheraton Hotel Corporation. These mid-evening slots are currently being used to plug the new lounge at the Myres Standish Hotel here, with Buddy Borge and the Hammond Quartet. But the set-up has a flexibility which can permit any of the other hotel properties to be pushed during the period of the slot. And it makes the purchase of spot announcements for both the Latin Quarter and the Mayfair, Michael Redmond's latest investment, since the use of radio sponsor. He figures, of course, to catch the racing result fans in the 10-11 p.m. slot at the Latin Quarter, and to draw notice for the Mayfair by taking a spot directly before the popular 7 p.m. news broadcast. Both radio purchases are from WCOP, and are aimed at local audiences entirely.

As far as the theater picture is concerned, the Shuberts regularly contract for minimum amount of spot time each season. The fact, however, that more shows and plays are due here in the fall has put the Shuberts in a position to close of heavy time buying. This, of course, is independent of the shots purchased for special events such as the ballet, the opera and attractions playing the non-Shubert houses which are regular purchasers of spot plugs.

General opinion among radio executives locally is that the jump in radio time being purchased by all branches of show business is not a temporary thing. The fact that the theater is short on show, the results which radio has chalked up, cannot be overlooked. And the ownership of the other major entertainment fields are inclined to agree that radio is proving its pull. In fact, several local executives would agree that if the right slots were available.

Mantle Pitches Civic Theater; Philly Record Plugs It Also

PHILADELPHIA, Oct. 14.—What the Philadelphia theatergoer needs is a civic theater within the reach of everyone's pocketbook. On the basis of an editorial in the city's largest newspaper, the *Philadelphia Record* earlier, that prescription was given Wednesday (11) by Burns Mantle, one of America's theater critics, to members of the local Art Alliance.

Mantle said he hoped to see eventually a civic theater circuit throughout the country to bring a greater variety of productions to the masses at reasonable ticket prices. "New York's Civic Theater is proof that it can be done," he said. "Give the Broadway circuit a chance to show you what it can do." He said the three best new shows on Broadway these are *Oklahoma*, *Song of Norway* and *Bloomer Girl*. But he believed that that state for the opening night of *Bloomer Girl* in New York sold for \$9 each.

Dramas

Angel Street (Blum)..... 12-5, 41 1285
Shepard Hurday has signed Bert Sargent and Sam Rodden to appear on Saturdays (13). Randolph goes overnights with "Blithe Spirit" troupe. Sargent and Rodden will appear on the same program as the next time. John Emery and Fred Hoffman.

Anna Lucretia 8-30, 41 53
Manda Hilda Sims and Canada Lee on "New World Acclaim" (WMA) program Sunday (14). Pamela Lee interviewed by Ethel Cochrane Monday (8). John Wilkerson is considering doing a new show starring Lena Horne.

Catherine Was Great 8-2, 41 80
(Hayes)

Gene Randall replaces Gene Barry, Kendall Bryson goes in for Jack Burke and Virginia Finnerly takes over from Reginald Allen, all on Sunday (15). Ray Bourban has changed his mind and will play on with the show. Joel Ashby and Michael have turned in their notices. Don Gibson leaves next week.

Chicken Every Sunday 4-8, 41 221
Lola Wilson will be guested by the Theater Assembly at the After Friday (20).

Joeebowery and the 9-14, 41 350
Colored (Black)

Annabelle leaves troupe Monday (23) for spot in overseas company of "Billie Holiday" starring Marjorie Stewart, replacing her. Louis Calhern buys stump for Roosevelt. Will appear as the "Coo for Quous" (WVNW) Tuesday (24). Show is a theater quiz. Robert Crouse, Alan Dineen, Jack Burroughs, Meredith and Capt. John Patrick will announce the winners of the contest.

"Hardy Hertz," which Crouse and Howard Lindsay are preparing for mid-week production, will appear on Wednesday (25).

Kiss and Tell 9-17, 41 668
(Hillmore)

Tom Corbett replaced Sileas Glenrich as assistant stage manager Wednesday (11). Lister John "Shuff" troupe will appear on the same program as the study, and will likewise play a bit of the same program as the study.

Adrianne Adams and the 9-14, 41 350
Adrianne Adams and the 9-14, 41 350

Life With Father 11-8, 41 2077
(Empire)

"As a matter of fact," Oscar Serlin's question on "On Stage Everybody" was answered by the same man who went into his bank for another show for day.

Good Saturday (14). Dave Wolpert news, "Glad To See You," asked to open in Philly November 15. No definite Glen theater or preem date set yet.

On the New Oakley, 10-5, 41 18
The (Cart) 10-5, 41 18

Jayno Carter takes over lead from Jayno Carter. Later leaves the lead for radio-records date in Oct with "Blithe Spirit." John Arden is doing in the "Shadow" and "The Great Escape." While John Arden has not yet

Opened Perfs.

left troupe, he is already rehearsing for the streets Oct. 14.

Pick-Up Girl 5-8, 41 189
(4th St.)

William Harkness has signed for the road tour starting Sunday (23). Louis Erdman, company manager for "Star and Gypsy" left for Oct. Monday (19). Campbell Campbell, "Garter" p. 1, 41 87

School For Bridal 3-1, 41 81
(Ambassador)

Best best week, judging 123-Mar. Haggle Joyce, stage manager, is riding with "John's Other Wife" and "March of Time." Newest gimmick by drummer Steve Freedman is to hide 25 free fits under seat at Johnny Clancy's "Rampage Room" air-cast. Lucky pawns come over to theater and naturally buy another deal to go with it. A new wrinkle on a two-for-one cast. Fanny Roney, "Miss America" time winner, is decided to join the cast shortly.

Searching Wlad, The 4-15, 41 215
(Golden)

Seider's Wife 10-4, 41 13
(Golden)

Advance sale of \$60,000, with most orders continuing at the rate of five a day. House has been closed since opening. Martha Dean air-guests Glenn Anderson and Martin Scott Tuesday (22).

Ten Little Indians 6-27, 41 127
(Golden)

No. 2 company opened Rochester, Monday (20), to fine notices. Beverly Borge, stage manager for "The Girl in the Window" (WVNW) Wednesday (22).

Two Mrs. Carrolls, The 8-3, 41 653
(Golden)

Troupe goes to Fort Meade, Md., Sunday (24) to give shows for GIs.

Yates and the Tarts, The 8-4, 41 251
(Morosco)

Elliott Nugent will play lead in "The Male Player" on the "Archway Hoppin' Present" (NDC) hour Wednesday (18). The play has been postponed until the summer for prohibiting "Reds" Thompson.

Walt and Sam Shlimes 9-18, 41 81
(Eyreman)

Walter and Sam Shlimes are Adrianne Adams' Thursday (12). Outbitten Cordell had the role in "Rope" on "Arthur Hopper's Present" (NDC) hour Wednesday (18).

Yates and the Tarts, The 8-4, 41 251
(Morosco)

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(Morosco)

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(Morosco)

Opened Perfs.

not new Lawrence Silliman play "The Streets Are Ours" in the Grand Wednesday (11). Phil Brown, Jeanne Cagney, Joel Marston, George M. Cohan, and the "The Streets Are Ours" troupe, John Haggott is singing, Jimmie Davis and the "The Streets Are Ours" troupe, Willard Robertson's offer to sing with dramatic.

Carson Jones 12-5, 41 365
(Broadway)

Follow the Girls 4-8, 41 218
(Golden)

Gertrude Niles has volunteered an appearance on "Night of Stars" at Madison Square Garden Tuesday (17). She is also booked for a return appearance on "Mail of Fame" hour Sunday (22). Alphonse Bepignone frequently uses a MC character in the pit.

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Musicals

Bloomer Girl 10-5, 41 18
(Shubert)

Terrific advance has, with sell-out crowds, the sell-out theater and brokers' allotments—already past the point of no return. The show is being held for a regular slot on "Sign Post" (CBS) program. John C. Wilson

girls are calling in to ask how much they can have.

A query to Oscar Berli got substantial information. The show is not as unfamiliar with the printed loan form described.

"It simply amounts to this," he says. "Any orthodox theater production sets up a show on the sell-out theater and brokers' allotments—already past the point of no return. The show is being held for a regular slot on "Sign Post" (CBS) program. John C. Wilson

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ICE SHOWS

Hats Off to Ice 6-22, 41 162
(Center)

Merry Widow, The 10-7, 41 9
(City Center)

Ballet Theatre 10-8, 41 8
(Metropolitan)

Ballet Theatre 10-8, 41 8
(Metropolitan)

Ballet Theatre 10-8, 41 8
(Metropolitan)

Ballet Theatre 10-8, 41 8
(Metropolitan)

Ballet Theatre 10-8, 41 8
(Metropolitan)

Ballet Theatre 10-8, 41 8
(Metropolitan)

1944 FINANCING

(Continued from opposite page 1)

upon to increase his investment by an equal percentage in proportion to his holdings to cover unforeseen production accidents.

"As a matter of fact," says Wildberg, "it is not unusual now for all money to be on loan to a theatrical venture. It has distinct advantages, making for complete accountability and control."

The only point about the question that puzzled Wildberg was why a producer these days would find it necessary to hedge his liability by unknown investors.

Safety Margin

"A production often costs for an extra safety margin because of the fact that when Cheryl Crawford and I were putting on *Venus*, we budgeted it at \$115,000. We were set up on a 'no call' basis. We figured that if we had the estimate to bring it into Broadway, we were put in the extra \$30,000 ourselves. However, the company had to be cut for the production, so no successful producer today needs to go after backing. The boys and

those boys. Now there are syndicates of them like that bunch down in Wall Street who are taking the show for \$100,000. And now the picture companies are cutting in, too. They all want to get on the bandwagon."

"The real trouble comes, according to Berlin, in making the investment spread over the people to whom he is obligated. There is hardly a day that a letter doesn't come in from some one who says, 'I have seen *Life With Father* and is liking his show to get on in the next Berlin venture.'

"You can't do anything about it," he says. "After all I had a tough time getting *Father* launched and the friends who backed me then naturally get in on the act. They want to know what I'll be doing to figure how to divide a quarter of a per cent between three people."

The short, the old proverb is reversed. Angel rush in where fools fear to tread. Legit still holds the threat of "caveat emptor." But buyer beware or no, little and big are taking the show for \$100,000. And you don't get in on the ground floor, you may grow up to be a mule.

THE FINAL CURTAIN

BAGEE—A. Everett, 50, account executive at KNX-CBS, Hollywood, in a plane crash near Prescott, Ariz., October 6. He was a native of New York and had moved to Hollywood nine years ago in the construction business. He joined KNX-CBS, Beverly Hills, after KFI as an account executive. In 1936 he joined K.T.C.-CBS. He leaves his widow, Irene, and a 10-month-old daughter, Jamie.

BAKER—Conn, 73, former loop-the-loop bike rider, following a short illness at his home in Columbus, O., recently. He went under the name of Diavolo in Europe and had been with the Harmon Bros. Circus. Survived by his widow, Laura; a daughter, Mrs. Kenneth H. Chubb; two sisters, Mrs. Irene B. Lewis and Clara L. Baker; an adopted son, Capt. Henderson Knight, and two grandsons, Kay and Conn Gibson. Services at Fletcher Funeral Home, Columbus, with interment in Union Cemetery there.

BRADFORD—Walter J., 58, concessionaire with Johnny J. Jones Exposition, in an Atlanta hospital October 8 of injuries sustained when struck by an auto in that city. Survived by a sister, Mrs. Wattie, Indianapolis, and a niece, Mrs. R. L. Battenfield, New Albany, Ind. Remains sent to New Albany for interment.

POX—Mrs. Pearl, 43, in the House of Culture, New York City, September 29, a lingering illness. Survived by her husband, Tom Fox, concessionaire with the House of Culture, New York City; son, Opal Weir, Warren, O. She was a member of the Ladies' Auxiliary, National Showmen's Association. Services in Riverside Memorial Chapel, New York, September 29, with interment in Ferncliff Cemetery, White Plains, N. Y.

GAYNOR—Frank A., 70, widely known as an authority on inspection and operation of amusement rides, October 9 of a heart attack at his home in Chicago, Ill., who while on inspection of an city chief inspector of elevators, was known from Coast to Coast among outdoor showmen and was well known and worked for many years. Survived by a son, John W., and two daughters, Mrs. Mary McGinnis and Mrs. Helen Hamilton. Burial in Holy Sepulchre, Chicago.

GOULD—William R., 82, retired parachute jumper, October 8 at his home in Chicago. Survived by his widow, Ida, known as Professor Gould, who died, he gained fame throughout the Midwest as a pioneer parachutist and made numerous exhibitions. He was credited with having made the first parachute drop in the Midwest in 1892 at Rapid City, S. D.

GREEN—Mrs. J. O., mother of Jayne Green, ventriloquist, in Atlanta October 5. Survived by her husband and daughter.

HUMPHRIES—Bryan M., 47, for the past 14 years manager of the Hamrick Theater, Gaffney, S. C., October 7 at Duke Hospital, Durham, N. C., following a lengthy illness. Survived by his widow and two stepchildren. Burial in the church cemetery at Gaffney.

HUTCHINSON—Robert James, 78, musician, who arranged for the first and her music concerts to be held in Portland, Ore., October 5 in Portland Sanatorium following a stroke. Survived by his widow, Laura Fox Hutchinson.

JOHNSON—Harry A. (Pud), 62, billposter, suddenly October 5 at Miami Valley Hospital, Dayton, O. Johnson was

a billposter and lithographer for 32 years, last season on the advance of Cole Bros. Circus. He had been with numerous other roadshows and circuses. He was a member of the International Alliance of Billposters, Billers & Distributors, Dayton local. Survived by two sisters, Mrs. Myrtle Davis and Mrs. Charles Miles, and two brothers, Robert and Earl, all of Dayton. Services October 9 at the Morris Social Funeral Home, Dayton, with burial in Mount Hill Cemetery, Eaton, O.

LUDWIG—Beatrice M., wife of Frank Ludwig, drummer with Wallace Bros. Circus, in Cleveland October 13.

McCRACKEN—Lieut. Frank H., 22, brother of Joan McCracken, former star of the musical, Oklahoma, and now in Pacific Girl, killed September 15 while serving with the marines in the South Pacific. He was the son of the late Frank McCracken, sports writer. His widow survives.

NIEBERLE—Eva M., carnival ride operator, at her home in Ruskin, Fla., September 23. She and her husband had been in showbiz 30 years, first with the Smith Greater Shows. They also were with Johnny J. Jones, Ben Krause, J. B. Davis and Louis Amusement Company. They owned and operated a Tilt-A-Whirl, swings and Ell Wheel on the various shows. In addition to her husband, L. J. Nieberle, she is survived by her daughter, Mrs. Mary Stephens; a granddaughter, Martha, and grandson, T/Sgt. Lee J. Hughes.

PHILLIPS—William C., 93, former rink operator, at the home of Bright Star (Fred Mure) in Philadelphia October 7. He operated rinks in England in his early days. Services from St. Clement Church, Philadelphia, with interment in Mount Peace Cemetery there October 12.

POLLIE—Evelyn, mother of John C. Pollie, concessionaire and showman, and former wife of Henry J. Pollie, suddenly in Chicago September 29. She was with the Zeidman & Pollie Shows 1913 thru 1923 and with other shows prior to that. Survived by her son, and two brothers, Andrew Hanson, Chicago, and Howard M. Hanson, Indianapolis. Interment in Chicago.

ROBINSON—Clarence (Curley), 59, carnival worker, following a long illness at his home in Batesville, Miss., October 5. He had been with F. L. Fink, O. W. Wade Shows, Dodson's World's Fair, J. Heth, Bob Morton and Johnny Ward shows. In addition to his widow, Gertrude, survived by three daughters, Betty, Peggy and Unadilla, and a son, Leonard. Services at Vickin Funeral Chapel, Batesville, with interment in the cemetery there.

ROCHA—Louis A., 71, composer, arranger, teacher, following a short illness in New York October 4. Survived by his

Harry Godfrey

Harry Godfrey, 54, production and copyright manager of Mills Music, Inc., New York, died October 9 at Queens General Hospital, Queens Village, L. I., N. Y.

He started in the music publishing business with Joseph W. Stern Music Company. He later joined Waterson, Berlin & Snyder, remaining with that firm until it was absorbed by Mills Music, Inc.

Surviving are his widow, two daughters, his mother and three sisters.

widow and a son, Louis Jr. Members of the Metropolitan Opera Singers' Society had charge of the services at St. Raymond's Church, New York.

WUEIZ—Charles H., Sr., 63, former manager of Broadway light and road shows, in Los Angeles October 4. He was general manager for Charles E. Blancy and Joseph M. Gates. In 1919 he joined Low's and managed *The Four Horsemen* at the Lyric Theater, New York. He also managed Low's theaters in Boston, Washington, Dayton, New York and Los Angeles. For a number of years he was city manager for Fox West Coast theaters in San Bernardino, Calif. Survived by his wife, Kathryn, former musical comedy actress, and a son, Pvt. Charles Wuerz Jr., now in the armed forces.

WARNEY—Walter F., 81, fiddler, at Rochester, N. H., October 19.

Marriages

BRONLEW-RANDALL—Walter Bronlew, of Wallace Bros. Circus, to Jeanne Randall of the same show, in York, S. C., October 4.

DALTON-WILKINS—Corp. Edwin J. Dalton to Claire Wilkins, ice skater appearing in *Hats Off to Ice*, in New York recently.

GALVIN-BARNES—Robert W. Galvin to Mary Helen Barnes October 14 at St. March of the Lake Church, Chicago. The bride's father, M. H. Barnes, is head of the Barnes-Crummer Fair Booking Association.

HUGHES-DEMARISSE—Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, to Peg Willin Humphrey, expedition executive, at St. James' Episcopal Church, New York, October 14.

MAKQUE-DEMARISSE—George Marquis, magician, to Judy Demarisse, of the Demarisse Sisters, with the Marquis show, in Atlanta October 8.

MILLER-QUINT—Lieut. Kenneth Miller, trompe, and Catherine Quint, bass player with the Esquire Girls, cocktail unit at the Casablancas, Marilton, N. J., in Philadelphia October 1.

Five Parties in 802 Elections

(Continued from page 13)

administration before entering the service and since the elections have been invited by Jack Rosenberg to run on his ticket during the coming campaign. J was asked for an opinion on the 802 for so many years to swallow his attempted dictatorship for another term.

"I have, therefore, decided to run for reelection on the ticket of the Blue 802 around Max Aarons, with whom I worked for many years. I know he will give the members the square deal they deserve."

Edward Ross's sentiment is as yet along the same line.

"I would lose respect for myself if I were to be elected as an official of Local 802 under the present regime. The old leadership of Jack Rosenberg and his hand-picked candidates has humpered the musicians' union for a time when the members needed intelligent and alert leadership more than ever."

"The members deserve honest leadership and the combined ingenuity of all of its officials. Rosenberg's one-man rule has come to an end."

"A Plague on Both Houses?"

Unity's candidate for proxy, Calmen Fleiss, has asked for an opinion on the split in the Blue Ticket, said: "A plague on both their houses" and went on to quote, "When thieves fall out, the honest man has a chance to be elected." He then asked the administration group and taking several Blue officials with him to his New York City home to discuss the increase Unity's chances for victory in the election.

In addition to top officials, Fleiss for proxy, Joe De Mauro for *v.p., Al Rederman for secretary, and Nick Vitale for treasurer, nine candidates are slated for executive and legislative positions: Charles Bowman, Al Manuti, Dave Meadows, Al Green-Gold, Irving Bloom, Maurice de Laventure, Al Nathan, Frank Levin and Louis Green.

Nine More Next Week

Another nine will be picked next week rounding out the 18 necessary for the two executive and trial board seats. Unity has not announced a platform. Like the other parties, it is not yet ready to announce to be first to make public the issues upon which it will base its campaign.

Fleiss is expected to lead *The Billboard* that the party has definite plans for action when its candidates are in office. One is to "hold meetings for every branch of the music profession, including symphony men, radio stationmen, radio free lance, stage men (both on and off Broadway), engagements, and arrangers and copyists."

"Each of these groups will be invited to elect a representative committee which will act permanently with selected members of both the executive and trial boards. The committee will have official union status and will be a direct channel of information to the union on all grievances relative to conditions in their particular part of the profession. The committees will be formed in time to suggest creative ideas to the union officials, which suggestions will be sympathetically considered (ideas that will help to create employment and better working standards and conditions)."

"Needless to say, all members and all committees who present grievances will receive the full protection of officials and all complaints made will be considered a sacred trust. No such complaints will be revealed to any other than the officials approved."

Blues Silent

The Blue Ticket, the officially silent on the campaign, is known to have a caucus scheduled for Monday (18), at which will some definite action is expected. The group headed by Rosenberg has indicated that it will run the present officials for reelection. Rosenberg, proxy, Jack McCann, v.p.; William Feinberg, secretary, and Harry A. Stubbs, treasurer.

In the three days campaign the Blue has always stood on its record of past achievements and come thru with flying colors. How the split in its ranks and the loss of its former proxy will affect the campaign is a matter of conjecture.

Rosenberg, party spokesman, would not be quoted, but expressed confidence that his ticket would run ahead of the others some December 7.

W. E. MacFarlane

W. E. MacFarlane, 62, chairman of Mutual Broadcasting System executive committee and vice-president of Station WGN, died at his home in Lake Forest, near Chicago, October 9. He had also been business manager of *The Chicago Tribune* since 1928.

A pioneer in radio broadcasting and communications, he was the first president of the Mutual Broadcasting System, which he helped to organize 10 years ago. He was also a director of the American Newspaper Publishers' Association and a director of Press Wireless, Inc., world-wide radio communications organization.

Survived by his widow, two sons and a sister.

In Memoriam



FRED BECKMANN

DECEMBER 17, 1941

BECKMANN & GERETY WORLD'S BEST SHOWS

B. S. GERETY

Sheeley New Owners To Tour Show

Entire equipment included
in deal—org longest under
same operator's regime

PASCAGOULA, Miss., Oct. 14.—Sale of the mighty Sheeley Midway in its entirety to Pete Korits and Mel H. Vaughn was announced here Wednesday by John M. (Captain) Sheeley. Consideration was not made public. The new owners have not announced definite plans, although it is understood that some duplicate equipment will be sold. Show will take the road next season, but title and site have not yet been decided. Owner-Manager Sheeley has been in ill health for some months and recently offered the equipment for sale.

Pete Korits is widely known as a successful side show and museum producer and ride operator, having had a side show many years on the Beckman & Gerety (See Sheeley Shows Sold on page 36)

JJJ Runs Up 109G Gross For Atlanta

Quarters Again in Augusta

ATLANTA, Oct. 14.—Johnny J. Jones Exposition at Southeastern World's Fair here September 30-October 8 reported a record gross on shows and rides, far above all previous business done here. Midway was topped by Earl Ketrings' Motordrome, with Doc Uffing talker, also. (See JJJ Top in Atlanta on page 36)

BWT-RV Chalk Top 45G Count For Muskogee

MUSKOGEE, Okla., Oct. 14.—Combined World of Today Shows and Reynolds & Wells Shows broke all-time records at Oklahoma Free State Fair here October 1-8 when the midway grossed over \$45,000 despite the fact that rain on opening Sunday continued for four days.

This marked an increase of about \$10,000 over any previous year's carnival gross, the former record having been established at the annual had. Officials said. Due to continued rain, the grandstand show was presented only on three nights.

World of Today Shows closed the season at Arkansas-Oklahoma Fair and Livestock Show, Fort Smith, Ark., to-day, climaxing the 1944 run with a good week's business at this event, a new annual, managed by Glen Boyd, secretary-manager of the show. Empire District Fair, Springfield, Mo. All equipment will be moved back to the fairgrounds here, where the show will again winter.

Allen Org To Prep For Early \$45 Bow

SEYLAUSE, Oct. 14.—Fred Allen Show, Syracuse, closed another successful year season and all equipment has been stored until January 8, when repairing, rebuilding and repainting will get under (See ALLEN TO BOW EARLY on page 36)

Seels to Hartford, Knight

Groups Get Doings Under Way For Big Outdoor Meets in Chi

CHICAGO, Oct. 14.—With just seven weeks to go before the outdoor annual meetings open in the Hotel Sherman, the Showmen's League of America is making preparations for the various events that take place during convention week. At the next regular League meeting Thursday night (18) a nominating committee will be elected to choose candidates for 1945 officers. Chairmen for several important convention committees

have been named and each shortly will announce the members of his committee. Sam J. Levy, chairman of the Banquet and Ball committees, will return to Chicago shortly. J. C. McCaffery has been named chairman of the President's Party; M. J. Doolan chairman of the memorial committee, with Charles F. Hill as co-chairman, and S. T. Jessop, chairman of the registration committee.

Principal League events of convention week are: President's Party, Saturday night, December 2; Memorial Service, Sunday afternoon, December 3; annual election, Monday, December 4; and Banquet and Ball, Wednesday night, December 6.

SLA Mustering-Out Fund Is Lusty After Drives Get on Way

CHICAGO, Oct. 14.—Showmen's League Mustering-Out Fund continues to show a healthy increase from week to week. In charge of the drive have been more active this month and responses have been excellent. Fund committee has especially pleased this week over receipt of \$500 from the Ladies' Auxiliary of the League. The women are working actively for the fund and further contributions may be expected from them. Benefits held at two fairs brought an additional \$1,870, making the week's total more than \$2,000.

Benefit held on the Gooding Shows at Saginaw (Mich.) County Fair resulted in receipts of about \$400. Floyd K. Gooding, president of the League, said that among those especially active in the benefit and deserving of much credit were: Dr. J. H. Thompson, John Elliot; Clarence Harden, secretary of the fair; Ben Sawyer, fair concession manager, and Sam J. Levy for handling the show.

At Alabama State Fair, Birmingham, a total of \$1,750 was raised. This State Fair, and J. C. McCaffery contributed \$1,000. Max Goodman, Bob Parker, Alvin Markham, Vince and Ruth McCabe, Casey Concession Company, Harry Henries and the Grand Ole Opry group each contributed \$50. Fittie Brown and Jack Hawthorne gave \$30 each, and M. H. Barnes \$25. Contributing \$10 each were Tommy Martin, Gus Bethune, Louis (See Mustering-Out Fund up on page 55)

BEHIND these big picklers are seen the kissers of Frank R. Conklin, vice-president of the Conklin Shows (left), and Alfie Phillips, who had the Swindale on the show this season. They knocked off this catch in Lake Nipigon while the Conklin Shows were playing Fort William, Ont. The show has gone into winter quarters after an excellent tour in Canada.

FBI Rounding Up Suspects In R. & C. Office Robbery

ST. PAUL, Oct. 14.—Removal proceedings against three former carnival employees charged with a \$65,000 robbery of the Rubin & Chery Exposition on the day after close of Minnesota State Fair September 8, 1943, were instituted here Monday by the United States district attorney's office. Papers were forwarded to Detroit, Los Angeles and East St. Louis, where the men were arrested simultaneously by the FBI after a transcontinental man hunt.

Charged are Charles W. Pullen, 64, East St. Louis; James DeRiest, 31, Los Angeles; and Thomas Stadl, 43, Detroit. Rubin & Chery Exposition had closed its 10-day stand at the fair and was en route over the Rock Island Railroad to Topeka for Kansas Free Fair when somewhere between the Twin Cities and Albert Lea, Minn., the money wagon on a flatcar was broken into and boxes containing the funds in drafts, currency and silver were taken.

Gatherings of the Gans Cut It Up on Bustling Highways At Birmingham and Atlanta

Dixie Fairs Pinch Hit for Tampa

BIRMINGHAM, Oct. 14.—With Alabama State Fair here and Southeastern World's Fair, Atlanta, on at the same time last week, there were many show-folk visitors at both spots. Since the Tampa Fair is out of the picture for this duration, these two fairs are considered important to showmen, as they are about the biggest Southern fairs of the season's end and the boys like to be on hand to see what's going on.

M. J. Doolan, treasurer of the Showmen's League, spent the entire week at Birmingham, mainly in the interest of the League's Mustering-Out Fund. But he had been on the ground in town when he was "drafted" and soon was scouting around for tops, handling a canvas crew and otherwise making himself generally useful. This Birmingham Fair, by the way, is heavy on the Meas, with Joe McDevitt, president; R. H. McIntosh, vice-president and general man-

ager, and J. C. McCaffery, in charge of amusements and midway—and a punter remarked that they did a "masc-nificent" job.

R. Ward Beam, thrill show impresario, who was around for a couple of days last week, closed his season, which he reported was best in years. Tommy Martin came in from Louisiana and Gus Bethune soon had him pinch-hitting in the cookhouse. Eddie Pille also was in from Shreveport. K. B. (Bob) Parker was around all week and had plenty of time to dream of getting back to his pleasurable paradise at Inverness, Fla. Dave Endy was in for a day, as were Mr. and Mrs. C. L. Wilson, of St. Paul, Minn. (Tommy) Thomas, general agent of the Royal Atlanta Shows, came from Atlanta for the week-end. Marshall Johnson, Selma, Ala., and (See Fairs Draw Troops on page 55)

Deluges Send Page to Barn

JOHNSON CITY, Tenn., Oct. 14.—Official closing of the J. J. Page Shows was in Toccoa, Ga., where the show played in the heart of town for the American Legion Post. Many attractions, people and concessionaires laid to make other shows while in that territory. Others accompanied the show to Johnson City where a four-week truck hug had booked this vicinity. Then Jugs Fluvius made a 10-day stand here and this, coupled with a bad help situation, was the incentive for the management to close after the first engagement and the show was put in the hands of the Johnson City Post. (See Page Barbs in Rain on page 38)

Mud Cancels CA at Pampa

TULSA, Okla., Oct. 14.—Al Wagner's Cavalcade of Amusement Parks, Circus and Livestock Show, October 10-16, opened with a light attendance in afternoon and night despite cool weather and threatened rain. Show train arrived in Tulsa October 6 and everything was ready for official opening. Pampa, Tex., was canceled last week when the train arrived from New Mexico State Fair, Albuquerque, as 60 hours of continuing rain had made Panhandle mud too difficult to handle. Pampa people would have given the show a good four days of business, declared William B. Baylor, show show representative, as it was the first time in years that a railroad show had been billed.

Visitors here include Mr. and Mrs. Denny Pugh and General Agent Robert L. Lohmar. Show will leave October 17 for Enid (Okla.) Fair, with shows and rides on streets.

Soltan Trial October 23

ST. PAUL, Oct. 14.—Rev. Henry J. Soltan, minister of the gospel, whose recent campaign was carried on at the '44 Minnesota State Fair, was arraigned here today in the United States District Court, St. Paul, on a charge of giving false information to newspapers about management of the fair. He was ordered to stand trial October 23. Soltan was convicted of the charge by Justice Nie Lehen, fairgrounds justice of the peace, following a battle of words, and given a 60-day workhouse term, which was suspended. Complaint against Soltan was signed by Fair Secretary Raymond A. Lee.

C&W Tops at Petersburg

PETERSBURG, Va., Oct. 14.—Ottis Wilson Show, at Southside Virginia Fair here October 2-7 broke records over a 41-year period for show and ride grosses, said John W. Wilson, co-owner of the shows.

Harry Finch, Mrs. Lloyd Burge, Mrs. Bert Horton, Mrs. Buddy Jones, Mrs. Bill Busch, Mrs. Ida Shoddy, Mrs. Lee Forster, Hank Shrader, Mrs. Jack Robinson, Mrs. Earl Hattaway, Mrs. Jack Rowe, Mrs. Alice Adkins, Mrs. Myron McHenry, Mrs. Robert Harris, Mrs. Don DeVault, Mrs. Paul Farris and Grace Finch, the sons, and Mrs. Ivan Snapp, Danville, Ill., and Mrs. Jeanette Waters, New Boston, Tex.

DURING the engagement of the West coast Victory Shows at Grants Pass, Ore., Edith Walpert, president, and Margaret Hanson, past president of the Ladies Auxiliary, Pacific Coast Showmen's Association, staged the annual benefit picnic of members of the auxiliary on the show grounds at Grants Pass, Ore. The picnic had attendance of 365, including executives and members of the show personnel, city officials and many other invited guests. Entertainment included races, swimming events and a baseball game. Edith Dolores Benson pitching for the girls and Billie Jones being a star in the outfield for the girls' team. Hostesses Walpert and Hanson contributed all the gifts and prizes. Among those assisting with the picnic and helping to serve were Isabelle Meyers, Marjorie Latkier and Carol Kerssen. A check for \$100 was sent to the auxiliary in Los Angeles.

RECENT recipient of a medical discharge, Herman Weiner will winter in Miami and plans to return to the road next spring with concessions.

JOE A. PEARL, man-mountain sales agent of *The Billboard* on the Johnny Jones Exposition, reported that he sold 85 copies of the October 7 issue during his tour of the Southeastern World's Fair, Atlanta, September 29-October 8. He had ordered 30 copies shipped and had to scout for

El Ropo

"HAVEN'T noticed any political candidates," remarked a ride boy, "playing high strikers to win seagars for their constituents during this rope shortage."

the additional copies demanded. His order for Atlanta last year was 225 copies.

LEMUEL TRUCKLOW, well-known G. A., says that the only way to satisfy some managers is to book them into New York City, next door to the Astor Hotel, so that they will not have to worry about hotel accommodations.

TENTH wedding anniversary of Mr. and Mrs. Muri Deemer, of the Cavalcade of Amusements, was celebrated in the Bliss Hotel, Tulsa, Okla., night of October 7 with many gifts. Present were Mr. and Mrs. Al Wagner, Mr. and Mrs. A. J. Weiss, Mr. and Mrs. Archie Wagner, Tom Sharkey, Joseph S. Scholtz, Mr. and Mrs. Ben Fielda, William B. Naylor, Mr. and Mrs. James Bybee, Mr. and Mrs. Mark (China) Elman, Mr. and Mrs. Louis O'Reilly, Mr. and Mrs. Beau Beauchette and daughter, Mr. and Mrs. Kaplin and daughter, Mr. and Mrs. John McCarter, Mr. and Mrs. C. Spence, Mr. and Mrs. Bill, Jack Mead, Dick Haven, Debby June Haven, Arthur Brown, Bill Perrot, Murphy Tilnow, Alan Perry, Henry Lee Walker, Garin Rabun, Mrs. George McMonigle and Robert L. Lohmar. Archie Wagner was emcee in big night-club style. Muri Deemer has fully recovered from a serious operation in Birmingham, N. D., when the show played there some weeks ago.

ALAMO Exposition Show notes from Fort Worth by Ted Ouster: Seven-day engagement had good business. Among the many visitors here were Mr. and Mrs. Danny Fugh, who brought their father from Dallas; Sid Fuller, Harry Kaplan, Roy Stein, T. P. (Bandwren) Paige, M. M. and Mrs. Hoke Binsinger, Ruby and Hike (See MIDWAY CONFAB on page 46)

In the Armed Forces

PVT. ROY (BUBBLES) VOAKES, formerly with old Riverview Park, Detroit, and now in the Canadian Army, was a recent Detroit visitor while on furlough.

SGT. GEORGE HARRIS, former concessionaire in Detroit and Jefferson Beach Parks, Detroit, as well as with carnivals, is serving as X-ray technician in a New Guinea hospital.

PVT. V. BEROSINI, marine, and former member of the Berocini Troupe, high wire, appeared at Brockton (Mass.) Fair during a furlough.

PVT. PAUL J. OSBOURNE, 32740972, alarmed that he is stationed in England.

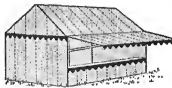
FORMERLY with the Central Amusement Company, Sgt. William C. Edwards is stationed with APO 28, care of postmaster, New York City.

JAMES L. (MARGUERITE RED) LOLLAR, formerly with Slidrodrome United Shows, Arthur's Mighty American Shows, Rubin & Cherry Exposition, Hennies Bros. Shows and Gold Medal Shows, returned from the China, Burma and the India theater of war and is in McGraw General Hospital Walls Walls, Wash., awaiting medical discharge.

CONCESSIONAIRE with carnivals since 1922, Corp. Sam Swain, 33202270, assigned to an entertainment section at APO 322, care of postmaster, San Francisco, typed of an outdoor theater it has erected. Seating capacity is several thousand and in process of building is a bandstand that will roll forward on the stage. His wife, Marie, has a pitch-till-you-win with Stebler's Greater Shows.

"First Things First"

Our Army-Navy E Pennant is evidence that Uncle Sam comes first at Powers & Company. Naturally, it is impossible to accept civilian orders until after the war. Then we will be happy to fill your Canvas needs.



CONCESSION TENTS
Important Feature of Our
Post-War Plans



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MANUFACTURERS OF
CANVAS GOODS

PHILADELPHIA, PA.

CHICAGO, ILL.

GREENWOOD COUNTY FAIR

Greenwood, S. C.

OCTOBER 23 TO 28 INCLUSIVE

First Fair at Their New Fairgrounds

PEE DEE FAIR

Florence, S. C.

OCTOBER 30 TO NOVEMBER 4

Another G. I. Fair. We Catch the Big Pays at Army Camp Within 2 Miles of Fairgrounds.

WE WILL PLACE ALL EATING AND DRINKING STANDS AT ALL FAIRS.

WANT—One Parent wants Corset Player, AFM, for Paradise Revue Ark.
WANT—A Little Girl for Famous Paradise Revue. Union salary.
WANT—Penny Arcade, Grand Shows of merit, SILODRONE, Glass House. To those joining now we offer free winter quarters rental and a fine circuit of fair and still dates in 1945.
WANT—Octopus and Merry-Go-Round Foreman and a few skilled Carnival Workmen in all departments.

Winter Quarters at Petersburg, Va., Fairgrounds Will Open on November 20 to Rebuild the Finest Show in the Entire East.

All Address

CETLIN & WILSON SHOWS

Wilson, N. C., Fair This Week.

We will place all legitimate merchandise concessions.
We will buy 1/2-cash. Must be in good condition.

WHEELS OF ALL KINDS

Tickets—Paddles—Laydowns
Complete KENO Outfits

CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, STRIKERS, ETC.

Still available
EVANS' BIG PUSH

Write for Catalog

H. C. EVANS & CO.
1520-28 W. Adams St., Chicago 7

TENTS

New and Used
CARNIVAL AND SKATING RINK

Write for Prices

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. ALTON, ILL.

TENTS—BANNERS

100% 100% Guy-Way Canvas, New
1421 Living Top, White, Big-Foot Wall, New,
Charles Driver—Bernie McDonald
O. Henry Tent & Awning Co.
462 North Clark St. CHICAGO 40, ILL.

WANTED

For 30th, Tilt-a-Whirl, Bl Injorie, Light Plant and Cabio. Concessions, Bingo, Cook House, etc. Girl Show.

ZELLERS PARK

Key West, Fla.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

WANT—BLUE RIBBON SHOWS—WANT

For All Winter's Work in Florida

Foreman and Second Men for 7-Car Tilt, 12-Car Ride-O, 25 Wheel, Smith & Smith Chair-Plane, 2-Abreast Merry-Go-Round, Roll-a-Plane. Men with driving experience preferred. Each ride has its own trucks, no doubling back. Burges, Lawrence, Murphy, other Side Men with me before, come on. All wires.
Care SHOW, STARKE, FLORIDA, THIS WEEK.
P.S. Carl Esby, wire or come on. L. ED ROTH.

NOTICE

This is to inform the public that Jason & Galat have purchased all interests in Tom's Amusement Company, a Central registered and doing business, with its home office at Raleigh, Georgia, and will not be responsible for debts and contracts made by any other parties.

TOM'S AMUSEMENT COMPANY

JASON-JASON & GALAT, Owners.

WANT TO BUY FOR CASH

Kidde Rides of all kinds, new or used. Large Merry-Go-Round, 3 or 4 abreast. Steam Train and Track. Saddles and Bridges for Ponies. Small Arcades or Machines. Give complete description and price.

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Conducted by WILLIAM J. SACHS—Communications to 25 Opera Place, Cincinnati 1, O.

Day To Free Materials, Plan To Bring Speedy Relief

Illions Mapping Housing Project

100G venture for site ad-joining park property — big plans for Celoron, too

JAMESTOWN, N. Y., Oct. 14.—Harry A. Illions, owner of Celoron Park here and president of the Celoron Realty Corporation, announces that a post-war housing proposition to erect between 30 and 40 homes for returning servicemen at Celoron is under consideration and may become a partial reality by next summer.

Plans which are already in the blueprint stage call for the erection of five-room bungalow type, all-year-round homes along the lake front and adjacent on what was formerly the ball park. The homes would sell for moderate prices under government housing co-operation.

Illions said that a priority on materials necessary to build the residences had already been acquired and it was possible that at least a few of the homes might actually be constructed next summer. A total of \$100,000 in financial support for the project has been underwritten, it was said.

At the same time Illions announced many innovations for Celoron Park before opening for the 1945 season. These will include renovation and remodeling of the Roller Coaster; addition of new rides, including a new Whip renovation and remodeling of Ghost Alley and new midway fence.

Other improvements to Celoron include next season or as soon as war conditions permit the use of materials from the Illions deal, a large swimming pool with sand beach at about the present location of the miniature golf course. A post-war plan is the erection of a summer theater in the grove and an entirely new Roller Coaster.

Last season, Illions said, Celoron did a much larger business than in several years and the attendance showed a sharp increase. Some concessionaires, at the park for many seasons, reported the best business in 20 years. It was estimated that total attendance during the 1944 season was 500,000 persons.

Eastwood Folds; Tops '43 by 20%

DETROIT, Oct. 14.—Detroit park season closed down light last week with the wrapping up of Eastwood Park, largest local spot, which remained open nearly a month longer than its competitors this year. Week-end business in the last few weeks was good, with weather helping.

Eastwood business for the season ran around 100 per cent ahead of 1943, according to Henry Wagner, general manager.

Roller rink and certain games in separately heated buildings will remain open for the winter.

Riverside Field Celebrates

SPRINGFIELD, Mass., Oct. 14.—Some 80 employees of Riverside Park, Agawam, at Hotel Highland here recently to celebrate the conclusion of a successful season with a banquet and dance. Entertainment was furnished by Paul Noffke, pianist; Josephine Kuchta, an emcee with Western songs and music; and Ernest Brendolin, accordionist. General guests included Mr. and Mrs. Edward J. Carroll, Mr. and Mrs. Vernon Trigger and Mr. and Mrs. Harry B. Burt. Banquet committee included Earl N. Williams, chairman; Mrs. Elise DeForge, treasurer; Mrs. Arline Wright, secretary; Merlin Deane and Edward Smith. Music was by the Kentucky Colonels.

Hot Dog Is Champ At Carroll Funspot

SPRINGFIELD, Mass., Oct. 14.—Clem-bake fame in the country, the lanky hot dog is still champion, at least as far as the patrons of Riverside Park, Agawam, are concerned. More than 130,000 hot dogs were served during the season, according to Edward J. Carroll, owner-manager. The figure is the highest in the five years the park has operated. If the inevitable end-to-end school wants to know, they would make a 10-mile chain. The clam bake season boomed, too, Carroll said. Servings to outings of war-plant organizations, union groups and others in Riverside's two groves, not including the midway or restaurant, show the following round figures:

Beer, 70,000 glasses; pop, 22,000 bottles; hamburgers, 6,000; Chicken, servings, 6,100; whole lobster, 6,000; box lunches, 2,700; clams, 7,600 servings; and steak, 1,500 servings. There also had to be added the tons of vegetables, bread, crackers, elms for chowder, potato chips, sweet corn and watermelon that add the finishing touches to any feast.

VERNON KEENAN, now serving in his fourth year with Ackley, Bradley & Day, Pittsburgh, as costler and park engineer, Keenan designed the Coasters for both the New York and San Francisco world's fairs and there is hardly a major park in the country which does not have one or more structures designed by Keenan.

Detroit Portable Racks Up Red One; Horwitz Expanding

DETROIT, Oct. 14.—Motor City Park, portable funspot operated by Vic Horwitz at West Warren Avenue and Outer Drive, opposite municipal picnic grounds and bathing beaches, has shuttered for the season. Favored by excellent weather with only one night lost on account of rain, Manager Horwitz described the sixth season as top-notch, with all rides and attractions experiencing a healthy play.

In the past, two different sets of rides and concessions occupied the West Warren and Outer Drive location. Manager Horwitz announced this week, however, that he has taken a long lease on both locations and next season will combine the two spots under his management. Everything has been housed under canvas up to now, but Horwitz says he will erect several permanent buildings as soon as materials become available.

Mrs. Horwitz handled most of the managerial duties this summer, while her husband was laid up with gangrene. His condition is reported as greatly improved and the Horwitzs will leave soon for New York to purchase new rides and attractions. Vilantini is the Horwitz publicly director.

DaytonaBeachLooks To Lush Winter Run

DAYTONA BEACH, Fla., Oct. 14.—Ambitious plans are being designed here for the winter season. The half-mile long Boardwalk bums with activity, and the burning is expected to reach a crescendo point when the winter tourist trade comes in force.

Amusement and concessions are already in full operation. Club Pier Casino has been turning heavy trade on week-ends and doing no too badly on other nights. The pier has blended in a program of entertainment together with the dancing it features.

Altho servicemen and concessions are already the amusement sectors here, there is a relatively large sprinkling of civilians, too. This spot has turned out to be a money-maker for servicemen stationed in this area. Local amusement spots are putting the emphasis on the G. I. trade, and the summer is expected to reach a crescendo point when the winter tourist trade comes in force.

There are the usual labor problems here, but nevertheless things are being whipped into shape and the casual state passed in respect to the help shortage.

Doolan to Build Chi Kiddieland

CHICAGO, Oct. 14.—Chicago will have a new kiddie park next season, with an extensive line of attractions. M. J. Doolan, for many years a large operator of rides in the Chicago area, has just completed a deal for a 20-acre tract at 1200 West 95th Street, near the intersection of Chicago's far Southwest Side, and plans to open the kiddieland next spring.

The play space will have a frontage of 1,300 feet on 95th Street and 650 feet on Crawford, all of which will be neon lighted. In addition to numerous rides and a pony track, Doolan plans to have a large refreshment parlor and various other attractions.

Doolan, an associate of the Showmen's League of America, formerly owned and operated upward of 20 rides but sold most of them after the outbreak of the war.

Deal for the property was handled by Morris Haft, attorney for the Showmen's League.

New Owners Will Open Massacuse Next Season

HENNIKER, N. H., Oct. 14.—The Tavern and Casino at Lake Massacuse, formerly one of the most popular resorts in Central New Hampshire, have been purchased by Mr. and Mrs. George Zverina, of Indian Head, Md., and Walter, N. H.

The new owners plan extensive improvements and repairs and will open the resort next spring. Mr. and Mrs. Zverina are a well-known family and came to this country a few years ago as refugees.

Palisades Begins Rebuilding

NEW YORK, Oct. 14.—Reconstruction of Palisades (N. Y.) Park is actively under way. Debris of last summer's fire has been cleared away and a crew of workmen under Joe McKee, superintendent, is rebuilding coasters and other large rides destroyed by the fire.

ACKLEY, BRADLEY & DAY PARK ENGINEERS AND ARCHITECTS

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CARL P. BROSCH—Landscape and Land Planner
and Associates
"Plan Now for Great Post-War Era"
200 Chestnut Street, Sewickley, Pa. (Pittsburgh, Pa.)

Plan to Bring Speedy Relief

Easing already apparent, says Ackley—warns industry to proceed intelligently

CHICAGO, Oct. 14.—"Many materials have been removed from the critical list and others are less critical than they were, but the subject of maintenance materials for parks and the manufacture of new devices for next season is tied up directly to when will the war in Europe end," Harry A. Ackley, consultant, Recreation Section, Service Trades Division, Office of Civilian Requirements, has replied in answer to a telegram he received from A. B. Hodge, secretary of the NAAAP, requesting a statement on what might be expected along those lines for the forthcoming season.

"It can be stated, however," said Ackley, "that an orderly plan is in being, which will provide for the prompt removal of many of the restrictions on manufacturers and on the employment of labor, immediately following V-Day in Europe. The restrictions that will remain will be those providing for the war in the Pacific, and to doubt some measure of price regulations aimed to prevent a runaway market."

"In the meantime, however, it has been possible to find partial relief in some districts and to resume manufacturing in some localities, and to a very definite degree, the amusement park trades can benefit by these developments. It only remains to wait for the war to end. (SEE PARKS AWAIT V-DAY on page 41)

Council May Operate Dominion, St. John

ST. JOHN, N. B., Oct. 14.—County council has approved a recommendation by a special committee that Dominion Park be purchased from Bud Tippet, a member of council, for \$12,000, for operation and control by the council.

The property consists of 173 acres, a large bathing beach on the St. John River, a large pavilion, picnic grove, three small buildings and the permanent residence of Mr. and Mrs. Tippet, operators of the park for many years.

Lake Banook Prims for '45; Broken Bottles Beach Hazard

DAYTONA, N. S., Oct. 14.—The first step in a plan to improve Lake Banook as an amusement park is the construction of a concrete wall costing \$5,000. Indications are that about \$500 will be expended in improvements before the opening of the 1945 season.

One of the biggest problems the management had to cope with the past summer was the breaking of liquor and beer bottles on the bathing beaches, resulting in many cases of foot cuts to patrons. It was found impossible to cope with the bottle-breaking epidemic.

GOOD USED RIDES

Or Have You Any To Sell?
BERTHA GREENBURG
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RALEIGH

Far West Put On '45 Route

Three-week rest to be followed by rehearsals—fast payoff of obligations aim

SARASOTA, Fla., Oct. 14.—George W. Smith, general manager of the Ringling Bros., which arrived here in two sections early Wednesday morning, said the personnel was to have three weeks' vacation, after which the performing and working personnel would begin rehearsals and rehabilitation for next year. The quarters will be closed to the public until that time.

Show will go out under a flampeopled big top early in the spring, and tentative plans are for the circus to hit the Far West. It is the aim of the executives of the show to pay off mortgage profits as speedily as possible. There have been no complete figures on Hartford yet and it may be years before the grand total can be determined. Survivors are still filing claims in the Hartford office. A maximum maintenance crew will be maintained through the winter. Manager Smith and Ed Kelly will supervise all construction and rehabilitation. Robert Ringling is here to personally plan and supervise the 1945 season, as well as releasing the numbers.

Key to Head Publicity Dept. On the Big Show

SARASOTA, Fla., Oct. 14.—Ringling Bros. and Barnum & Bailey Circus press and radio divisions will be merged into one department, serving both publicity and medicine. Robert Ringling, president of the show, announced Thursday. The department will be headed by Beverly Kelley, circus writer and radio narrator since 1930.

Kelly said Thursday that the personnel of the publicity department in 1945 probably would include Allen J. Lester, Frank Braden, Frank Morrissey and Bernie Heide, veteran circus agents, and William Heide, prominent theatrical publicist, who will divide time between the circus and the post as general press agent for the Playwrights Producing Company. Fields was a major in the U. S. Army.

RB at Last Stand; N. O. Draws 61,000

NEW ORLEANS, Oct. 14.—The Ringling Bros., closing what officials at the end called a fairly satisfactory season, drew an aggregate gate of 61,000 here Oct. 10-12, in spite of a storm of rain, and outwore and outperformed in a sea of mud the rest of the time. It played at Pelican Beach, near the city, but it is not a field at the present time, but a morass. Location was ideal, with plenty of parking space and easy access to the show. Park capacity is 10,000.

Attendances: Thursday (opening) matinee, 6,000; night, 8,000; Friday, 8,500 and 10,000; Saturday (storm of rain), 4,000 and 5,000, and Sunday (sunny) night, 20,000. At Friday night and Saturday performances, the big tent turned away. Trains arrived three hours late from Beaumont, Tex., where crowds had turned away from the big ball park at both performances. Show got fine comments both here and at Beaumont from day critics, and despite tumbles and falls in mud no serious injuries were reported. Facilities of the park gave the circus an easy job of handling crowds and there was no absence of jamming.

Cole Show Big Continues Big In Southwest

ALTUS, Okla., Oct. 14.—Cole Bros.' Circus pitched its tents in Altus, Tex., Oct. 13 in the midst of the first real portion of the season which, coupled with a broken city water main which flooded the lot, caused the troupe a day of sorrow. Business, however, was tremendous. Over 500 people were turned away at matinee and 9,000 at night. In Clovis, N. M. (8), show was according to capacity matinee and turnaway at night. Lubbock, Tex. (4), was one of the biggest days of the season—two tremendous turnaways. People were lined for two blocks an hour before the downtown area opened and remained that way all day. Sweetwater, Tex. (5), gave the show two capacity houses, and Brownwood (5) despite terrific heat, it being the hottest day of the season for OK folk, gave the

(See Cole Bros.' Big Big on page 42)

Regional Meeting for CHS

FARMINGTON, Mich., Oct. 14.—CHS Del Brewer and family, Flint, Mich., recently entertained at dinner Robert W. Green and wife, Pontiac, and the writer, Don Smith, following which plans were discussed for a Regional One meeting of CHS in Plymouth, Mich., later in the month. All others in this area are invited.

C. H. White, CHS, of Fredonia, Kan., called on Walter Pustman and looked over his photos, during a trip to Detroit. Michael Patrick also was a Detroit visitor during the day of the Ringling show in the city, and he reports a good time with members John Staley and Del Meyer, of Ann Arbor, while on the lot. Patrick now lives in Chicago, Ill.

Sgt. Charles N. Stajda, former circus performer, now "somewhere in France," has been placed in the American show very much, and enjoys receiving pictures of the U. S. shows on tour.

The Chyetro Circus, bicyclists, recently with Ringling show, are proving a big hit with the roller skating fanatics, now the Detroit Olympia.

Young To Have Show in K. C.

KANSAS CITY, Mo., Oct. 14.—The Erie Young Agency has closed contracts to produce the indoor circus for Ararat Temple, this city. Dates are December 4-10.

B-R Does Well At Okla. City

OKLAHOMA CITY, Oct. 14.—The Beatty-Russell circus closed a three-day stand here, October 8, doing six shows, to almost capacity, coming in from a one-day stand at Norman.

A visitor to the show was former trustee Charles W. Moss of this city, who traveled with the show for some seasons after a wreck near here in 1938 put the show in the hands of a receiver for a time.

A public demonstration of how well the big tops are flameproofed interested the localites, after the late tragedy in Hartford, Conn., when circus men turned a big blow torch on the canvas and showed how safe it was against fire. The no smoking rule was enforced, nevertheless.

Augusta Good for Williams

AUGUSTA, Ga., Oct. 14.—The Lions second annual circus, produced under direction of Edwin N. Williams, had an attendance of 22 per cent above last year. He will again produce the show next year.

WON, HORSE & UPP

An Equine and Canine Paradox—By Starr

ENG. TEMP.

October 14, 1944.

Dear Editor:

Ten days ago the agent for this show and the agent for the Chariot & Tableau Circus arrived in the city hall at Love-Lies-Bleeding, Tenn., at the same time to get license permits for the same day, October 11 (Wednesday). Not knowing who to give the permit to, the license clerk sent both agents to the burglar mayor. The mayor was willing to issue licenses, providing they played the spot on different dates. Our agent claimed that his show was entitled to the date because Manager Upp had already gone to the expense of having it listed on newly printed route cards. The opposition's agent claimed that his boss had sent thousands of dollars in routine to the show to the town and should have it.

After learning that both shows carried downtown wagons, the mayor, with the wisdom of Solomon, decided that both shows should bring in their wagons on Monday, license free, and that the one which crossed the most on that day would have the stand. But his honor realized that both shows hit the town to let the natives know that one or the

other would be there.

Last Monday found both wagons on the town square. We had Bosco, Belmont, and Willie Mac and pl snakes as an attraction. The opposition wagon presented Wild Linnas, Ethiopian lion tamer, and a lion. The opposition had been kidnapped by jungle monster while an infant in arms and raised by a native. The opposition's agent appeared in the cage with her. Both wagons groined heavily thru the night. The burglar's ball park where they were to fight it out before the natives. Believing that the female of the species was a woman, the opposition thought they had the town in the bag. Our wagon manager, who knew the wisdom of Bosco and figures, the wild-man-verse-wild-gal-battle-of-death a cinch for the date. Before a smoke-bell was blown, the opposition of the wilds met. To the spectators' delight

(See Won, Horse & Upp on page 16)

Attendance Rising At Garden Rodeo

NEW YORK, Oct. 14.—First week of the Madison Square Garden rodeo is a substantial success, since attendance at matinee and night performances is running slightly above last year's figures. However, business appears to be on the upgrade as the Columbus Day matinee was a sell-out, with all seats in the reserved sections gone at noon and only a few seats in the general admission section of the gallery available an hour before showtime.

For the first time the rodeo is running Friday matinee, the first one of which brought satisfactory attendance. At this matinee children in cowboy or Indian costume, accompanied by an adult, were admitted gratis. About 1,000 kiddies took advantage of this special offer, which is not to be repeated. Due to the additional matinee and this year's higher seat prices, the garden's take for the first week of the rodeo, in spite of slightly lower attendance, was about the same as last year's.

As was the case last season, the public is passing up the top-bracket gallery seats, the demand being for the better pews, which are filled at most performances by the low-price crowd. The rodeo is getting a good break on the air, with Roy Rogers and other performers being featured on the radio. Tuesday by Roy Rogers, the Riders of the Purple Sage, Jack Knapp and the Spontaneous Combustion Band, and the rodeo men during the afternoon. On Monday (28) underprivileged children of New York will be guests at a matinee performance of the rodeo.

Rodeo on the Air

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The OWI is working with Clancy, in charge of the rodeo's radio publicity, on final details for a short-wave broadcast of the rodeo, which will be beamed exclusively overseas for the armed services.

Big Crowds on Hand For H-M in Philly

PHILADELPHIA, Oct. 14.—The Hamilton-Morton Circus, presented here here October 3-8 for the benefit of the Lulu Shrine Temple was most successful. Every seat was taken at the matinee. Friday night was a turnaway; Saturday matinee also was a turnaway.

Williamate of the Shrine, was well pleased with the results, which was so long way toward the goal of the hospital for crippled children. Peppy Ringling was not in the program as mentioned in last week's story.

Haukefeldt in Movies

HOLLYWOOD, Oct. 14.—Gracie Haukefeldt, daughter of Pops Haukefeldt, is making her screen debut in Warner Bros.' technicolor production, San Antonio. She recently returned here from Texas, where she was with Arthur Bros. Circus.

Forbes is also in the film and portrays a stagecoach driver in a featured role. Picture co-stars Errol Flynn and Alexis Smith. David Tuttle, producer, with Robert Buckner producing.

Miller Back to Cole Bros.

WICHITA FALLS, Tex., Oct. 14.—Arthur W. (Art) Miller, who had been with the advance of Cole Bros.' Circus past three seasons, has returned here on a successful route of fairs and celebrations in Wisconsin operating an Animal Oddities Show. Cole Bros. show for the remainder of the season.

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

HOMER runs near.

ALLEN TINCOP, Peru, Ind., is in Methodist Hospital, Indianapolis.

L. C. LANGHART, on the No. 1 car of the Ringling show as lithographer, is now located in Louisville.

HEADWAITER on the Cole show is M. F. (Yellow) Holston, assisted by Tommy Tunkin.

FRANK WIRTH Circus will be at Uline Arena, Washington, October 21-29, with matinees every day.

REMEMBER when acts were billed as "Sawdust Celebrities Direct From Europe?"

EMIL PALLENBERG JR., with Polack Bros. Circus, broadcast with Phil Baker October 8.

IN CINCINNATI on business last week was T. Dwight Pepple, general agent of Polack Bros. Circus.

HARRY ROBBINS and Linsay, after

being at the Lanester and Circleville fair, will frame a new act for next year.

JESSE AMONETT visited Frank Shepherd at the City Hospital, Akron, O., stating that he is coming along okay, and is able to be up and walk around.

PROOF that a mouse game is a big advertising medium: Some midways advertise—"We carry more animals than any circus does."

JAMES MCKENNA reports a good week's business for the Victor Circus at the Auditorium, Providence, presented in three rings.

MANAGER Louis Stern, of the Polack show, advises that business at Denver was 40 per cent better than last year, with several turnaways.

CHARLES SPARKS has returned to Macon, Ga., after spending the summer in the West and Middle West and is again living at the Hotel Denney.

THE ENGINEERS (Geo-Oce and Vates) are now with the Kelly-Miller Circus, doing aerial work, menage and handling elephants.

UNDISCOVERED Talent: When a circus comes to town there are a lot of acts who hoasts: "We have a boy living here who eats razor blades."

RECENT visitors to the circus room of Herbert A. Douglas, West Chester, Pa., were Jim Smith, Randolph Conway, Edna Lamont, F. M. Carlin, Joe Conner, and Walter, Alexander, Lloyd and Lee Reo.

W. C. WALKER, Griffin, Ga., veteran trouper, recently met an old circus advance agent, C. Stanley Fulton, now general agent for the Grand Ole Opry Unit No. 3.

RAYMOND B. DEAN, who closed recently as publicity man for Arthur Bros.



AFTER having served together in the African campaign with the U. S. N. Frank (Smiley) Remski and Eddie Calahan visited the Lone Ranger Circus in Providence. At present they are stationed at Devilsville, R. I. Both were with the Ringling circus for years. Calahan was press department photographer and Remski worked on ring cast and bulls and in the concession department.

Circus, stopped off in Chicago for a couple of days on his way to his home in Milford Center, O.

AFTER living at the Central Hotel in Macon, Ga., for several years, Harry Mack, former circus man, recently moved to Crescent, Ga., on the coast, to take over the operation of an inn.

EARLY-DAY pictures of governors on lithographs didn't impress the pictorial gasser as much as did the ones below of shaggy gal hareback riders.

SHEELAR Troupe visited Maurice Marmolejo when Arthur Bros. Circus was in Corpus Christi, Tex. Ross Marie, nine-year-old, also visited. She and the Sheelars have been at the Club (See Under the Marquee on page 38)

With the Circus Fans

—By The Ringmaster

President Secretary
TOMMY H. GREGORY W. M. BUCKINGHAM
1014 Standard Bldg. 401 E. 1st St.
Akron, O. Sales Office
(Conducts by) WALTER ROBERTSON
"The White Tree," aka Holmdel's Primrose
Company, Rochelle, Ill.

Charles E. Davis, CPA, Hartford, Conn., has received as a gift a 62-inch bull-horn from Henry Clay, Shelby, W. C., former keeper and trainer of the late elephant, Teddy. This elephant was with Downie Bros. Circus for years and later with the World of Mirth Show. Clay used this book working Teddy with the carnival until the elephant went bad and was shot.

Dr. H. H. Conley, Park Ridge, Ill.; Mrs. Conley and Mrs. and James Harper were at New Orleans for the closing of the Ringling show.

All circus fans are mourning the death of Alfred B. Smith, the first honorary member of the CPA.

November 11 will mark the end of the first year of activities of the Emmett Kelly Tent. A celebration is being planned and will be the day, November 10-12. There will be a dance, featuring Sid Charles and his CPA act; a banquet, lots of circus chatter and speeches, a good old-time circus parade show, etc. All CPAs are invited.



Back better-actors on a 12" plank—H's high.

THE MIRACLE HORSES

Are True to Their Name
The name is legendary in the show world. Available for the first time for Indoor Winter Shows—See how for 1945.

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Care of The Billboard, Cincinnati 1, O.

SPANGLES TIGHTS
ALBERTS CO.
440 W. 42 ST., N. Y. C.
Write This in Your Ad—
Great Stock

DRESSING ROOM GOSSIP

Cole Bros.

Maurice Marmolejo has been with the show the last few days, taking a short vacation from Arthur Bros. Circus after his recent accident. A cold spell has been with the show the past week and did the crooked and flannel polka come out. Some even went to the longies, including Cecil LeBlanc and Edna Lamont, who went to Hank and Edna Linton in Amarillo. Mrs. Privett, mother of Ella, paid them a visit and at San Angelo, their sister was on hand, and what a time they had. Arthur Stahlman was again a proud papa, the second daughter in his family. Anna Porter left to await the big event in the Porter family. Hop Graham and Bill Dwyer are thinking of taking over the Corn Huskers in L. A. They both own an interest in it.

Carl Preston, former box cowboy on the Hagenbeck-Wallace show and now rancher in San Angelo, Tex., gave a party after the show to the following performers: George Sweet, Jean Allen, Fred Knowlton, Joe Hodgett, Edna Freeman and yours truly (Jim Wong please note). Gladys Voice stayed in Tucson, Ariz., to help her mother, the visitors: Sgt. Harold Smith, brother-in-law of Winnie and Con Callano, and husband of Joyce Callano; Ted Merchant; Herbie Weber, now in Uncle Sam's big show; Gus Bell, also in the army, and Mrs. Bell; Carl Preston, Pa. Jim Plunkett, Black Brothers and Mrs. W. C. Privett, Lady Privett; Sgt. Clarence E. Pfeiffer, former trouper, who had many friends over here. Hat off to Joe Master—after busting a finger doing a fly-over in the bar act, he went right back and acted in the flying act. You will hear what you said, Dick Lewis.

FREDDIE FREEMAN.

and tapotone performance. Also joining here were Lorys (Skip) Center, doing his frog contortion and assisting in clown alley, and Frank and Grace Webb doing an old-time vaude act in the side show. At Ardmore, a delegation of Gainesville (Tex.) Community Circus fans drove up to catch the show, headed by A. Morton Smith and Mr. and Mrs. Alex Murrell. Visiting at Oklahoma City were Frank (Doc) Stuart and many visitors from Uncle Sam's Army, including Don Bloxham, Edward Burchall and Carroll Hurst. Don and Ed, along with their wives, spent the three days on the lot and got many shots for their picture collections.

Flaunts department this week held the following usages: heret who wrestled with the physical equipment of the show in the rain and mud at Ardmore and Lawton, getting the show up in time; G. Werner, Allen King, Joe Kuta, Mac McDonald, Jack Burdett, Johnnie Cook, Kelly, Springfield, Chancy, Levy and their assistant; also Sarawad Ray Maxwell, a new arrival on the front door. Brownie left the show at Shawnee in order to look after his business interests in Los Angeles. More new arrivals were Cury Brownie and his wife and G. C. Cury Brownie and family for the concert.

DICK LEWIS.

The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

New York Garden Results

RESULTS during first week of the 19th annual Championship Rodeo, Madison Square Garden, October 4-29: Carl Roping—First day (four performances), Gene Hulse (17.2 seconds), 838; Harry Strait (17.4), 840; Walton Pange (19.1), 825; Dick Trott (19.3), 820; Everett Shaw (23.1), 817; Juna Burk (23.2), 870.

Saddle Bronk Riding—First day (four performances), Shirley Hussey, 8428; Tessa Kidd Jr., 8305; Raymond Ivory, 8300; Ralph Colby, 8215; split split, Paul Gould, 8265; Louis Brooks, 898.

Wild Cow Milking—Night of October 4, N. A. Fittcock (52.4), 8145; Weldon Young (43.1), 887; Chuck Sheppard (45.8), 898. Night of October 5, Toots Mansfield (48.1), 8145; Everett Bowman (50.4), 887; Jack Shaw (52.1), 858. Matinee October 6, Chonate Webster (33.1), 8145; Everett Shaw (38.3), 887; Walton Pange (45.4), 828. Night of October 6, Jack Sheppard (40.2), 8145; Jerry Brown (51), 897; Clyde Burk (56.2), 856.

Wild Horse Race, night of October 4, Fritz Becker, 850; Al Garrett, 830; Todd Whitley, 820; wild ride, Marvel Rogers, 835. Night of October 4, Fritz Becker, 850; Todd Whitley, 820; Bill Wakefield, 820; wild ride, Todd Whitley, 835. Matinee October 5, Red Billingsley, 850; Fritz Becker, 830; Todd Whitley, 820; wild ride, Al Garrett, 835. Night of October 6, Bill Linderman, 850; Ned Billingsley, 830; Todd Whitley, 820; wild ride, Fritz Becker, 835.

Steer Wrestling—First day (six performances), Clyde West (7.2), 8700; Hank Mills (7.4), 8800; split, Glenn Tyler (6.3), 8420; Buck Dowell (6.3), 8420; Jiggs Burk (10.1), 8240; Tom Coleman (10.2), 8150; Eddie Curtis (10.4), 875.

Wild Cow Milking—Matinee October 7, Mack Kinnighigh (38.1), 8145; Hugh Bennett (40.2), 8240; Sheppard (35.2), 858. Saturday night, October 7, Dick Trott (42.1), 8145; Floyd Peters (42.2), 887; Juan Salazar (47.4), 820.

Rid Riding—First day (four performances), G. K. Lewellen, 81492; Ken Roberts, 8345; Sheppard (32.7), 8275; Sheppard, 8215; Bob Estes, 8305; Clayton Hula, 610.

Wild Horse Race—Matinee, October 7, Red Billingsley, 850; Todd Whitley, 830; Bill Wakefield, 820; wild ride, Marvel Rogers, 835. Night of October 7, Todd Whitley, 820. (See CORRAL on page 38)

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Washington-View Hotel Shreveport, La.

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ATTENTION, PRODUCERS

The Alma Temple Shrine Circus Committee is making preparations for their Annual Indoor Circus, to be held in Washington, D. C., early in the spring of 1945. All Producers and Booking Agents interested communicate with

HOWARD P. FOLEY, Director
1315 K Street, N. W. Washington, D. C.

PHONE MEN

Have a good deal ready for you. Write or wire my office at Chicago—Suite 1411, 155 N. Clark. Men that I know, contact at once.

NAT D. RODGERS

Beatty-Russell

Norman, Chickasha and Lawton, Okla., gave the show capacity and turnaway business, and Oklahoma City was the banner three-day stand of the season. The event of the week was the arrival of the Iwanow bar act to augment the show at Oklahoma City. The Iwanows specialise in flashy wardrobe, showmanship

Communications to 25 Opera Place, Cincinnati 1, O.

PAK GROSSES SCORED

Atlanta Topples All Past Counts

Departments climb to top receipts—Jones midway is out ahead with over 109G

ATLANTA, Oct. 19. — Southeastern World's Fair here September 10-October 8 was the largest and most successful in history of the organization, with all records being smashed, and officials. Gross gate receipts were up 25 per cent over all previous years, total attendance being announced at 655,744, compared with the previous high in 1940 of 624,847. Shows and rides recorded a take of 20 per cent above previous years.

Total gross of \$109,040.52 for the Johnny J. Jones Exposition was reported by Show Secretary Ralph Lockett.

President Mike Benton and Secretary Virgil Meigs and plans were already on foot for next year, with some innovations planned. Rain on opening day, a light shower Thursday afternoon and a heavy downpour Saturday afternoon on the day before closing held down day attendance, but huge crowds were out at night. Saturday's rains were held over until Sunday because of a muddy track. Grandstand seats also were unable to go on because of track conditions. Grandstand, with a pay gate, did well, the latter part of the week bringing capacity crowds to see Sun Show Circus. Little Grove again was in charge of electrical effects and lighting, and stage scenery was painted by Harry Shanton. Ticket takers continued doing their job for life despite painful injuries received. (See Atlanta Counts Beat on opp. page)

Corn Palace's 194G Mike Sets \$60,000 High

Revue Features Festival

MITCHELL, S. D., Oct. 14. — Corn Palace Festival here September 25-30 smashed all records, rolling up a gross of over \$60,000. This was the 22nd year the festival had been held and the 1944 gross was \$10,000 more than the next highest.

This year's show, titled "Corn Palace Revue," was staged and presented by General Amusement Corporation, under direction of Horace Rosene, and it made tremendous hits with the public. Gene Gray and his orchestra were featured and Gray was emcee. Ronald Hupp Dancers, an attractive 12-girl line, gave the show colorful background and appeared in several well-balanced production numbers.

In the show were Edna Funn, organ. (See Corn Palace Hits Big on opp. page)

Tulsa To Take Stock Spotlight

TULSA, Okla., Oct. 14. — Tulsa Fair and Livestock Show, October 10-16, opened in cool weather under management of William B. Way and the city and State's place in the livestock spotlight was assured by liberal showings of prize animals from outstanding herds.

National in scope, the livestock show had entries from Texas, Kansas, Illinois, Missouri, Michigan, Kentucky, Nebraska and Oklahoma. C. C. Brann, in charge of the Horse Show, said it would compare with the Kansas City Royal (World's Fair and International) at Chicago this year.

On the midway Al Wagner's Canteen of Amusements drew big crowds. Oklahoma Corporation Commission had a traveling laboratory on the grounds which received much attention.



MR. AND MRS. ELWOOD A. HUGHES whose wedding in New York October 14 was witnessed by a coterie of friends, followed by a reception in the Hotel New Yorker. The widely known bridegroom is general manager of the Canadian National Exhibition, Toronto, and long prominent in high councils of the International Association of Fairs and Expositions. The bride, the former Peg Willin Humphrey, has had an active career as an executive of expositions, notably Great Lakes Exposition, Cleveland, and the New York World's Fair.

Minn. May Break Better Than Even

ST. PAUL, Oct. 14. — Official attendance record of the 1944 Minnesota State Fair here, as reported by auditors, totaled 414,424, "about the same as in 1943." Secretary Raymond A. Lee told board members at a meeting on Wednesday. Fair broke "about even" financially, he reported, although rental of buildings is expected to result in a profit for the fiscal year ending November 30. He said 1945 plans depend entirely upon the results taken by the war. A. H. Deane, Barnum, head of the association, presided.

ST. PAUL. — Fair season is closing for two night-show units of 30 people each, which have been unusually successful, said Gladys M. Williams, of Williams & Lee. She said business was big at all times played, some using just act, as they could not get night shows. More rain was encountered than in any season they have been operating. Tyler, Minn., being hardest hit, losing all shows except two.

Iowa Board Playing Safe On State Fair Resumption

DES MOINES, Oct. 14. — Fair Managers' Association of Iowa will hold its annual meeting here December 11 and 12, and the State Fair board, which will meet December 13, is faced with making a decision on resumption of the State Fair here next year.

The fair has been suspended since 1941 and Secretary Lloyd Cunningham points out that it could be resumed if facilities on the grounds, now being used for an Army Air Corps storage depot, are turned back to the State by January 1. Secretary Cunningham said the fair board had filed a proposed budget with the State comptroller, asking \$40,000 for a ground maintenance program and \$10,000 for premiums, should the fair be resumed in '45.

REGINA, Sask. — King Show Print plant at Rostown, Sask., will be moved soon to Estevan, Sask., to be in a building being erected as an addition to The Regina Mercury, which Andrew King recently took over. Show print plant will continue to be operated by W. (Bill) King.



DISPLAY BOOTH used at fairs in West Virginia, Ohio and Kentucky in the plan of Mrs. Jess Bradley, teacher in city schools of Huntington, W. Va., who is assisting in the national defense drive as a chairman to secure milkweed pods for U. S. air forces, with the slogan, "Remember our boys in the service by picking milkweed pods to make life jackets and belts." Booth is in red, white and blue and has exhibits of defense activities. Displays featured at entrance to fair grounds, and boys and girls on School Day share in the programs. School officials, civic organizations and fair boards co-operate by offering prizes to schools having the largest amounts on fairgrounds of milkweed floss and miscellaneous collections. Plan also proves a drawing card for shows and rides.

Hughes-Humphrey Nuptials Held in New York Church

NEW YORK, Oct. 14. — At the marriage of Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, and Peg Willin Humphrey, well-known executive at expositions, this afternoon at 4 o'clock in Fifth Avenue Presbyterian Church here, Dr. John Sutherland Bonnell, pastor of the church, and a former Canadian, officiated. The bride was attended by June Hughes, daughter of the bridegroom, and the best man was Guy Lombardo. Harry Gilbert, organist of the church, rendered the wedding march and musical selections. Among those attending were David Sholtz, former governor of Florida; Edwin Spence, radio station owner of Miami Beach; Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., and Mr. and Mrs. George A. Hamid, New York.

After the wedding ceremony a reception was tendered the guests in the Hotel New Yorker, with Ex-Governor Sholtz presiding. The total cost to the bride, Peg Willin Humphrey is probably best known as co-director of Great Lakes Exposition, Cleveland, in 1933-37, where she was married to the late Lincoln O. Dickey, highlight of the exposition was the Aqueduct, which Billy Rose (See Hughes-Humphrey Wed on opp. page)

Six-Day High Seen in B'ham

BIRMINGHAM, Oct. 14. — Final net figures for the midway at Alabama State Fair here, October 9-17, are believed to indicate an all-time record for any six-day fair, declared J. C. McCafferty, who was in charge of amusements and midways.

He said Hensley Bros' Show had a net gross of \$80,824 and the Grand Ole Opry, \$24,060, making a grand net total of \$24,364.

Mass. Racing Is Big Boost to State's Toll; Mutuels Are Opposed

SPRINGFIELD, Mass., Oct. 14. — An increase of \$1,071,714 in net receipts to the Commonwealth from racing during this year over last is shown in a report from the State Racing Commission. Amount was \$6,147,736.44 as against the 1943 total of \$4,737,339.30. Total amount wagered during 1944, with 280 days of racing at all meetings (haze, dog and all races) was \$113,277,759 as compared with \$84,967,508 in 232 days of racing in 1943.

Attendance at all meetings this year was 3,078,675 as compared with 2,244,183 in 1943. Breakdown of data from fair meetings: Marshfield Agricultural, Horticultural Society, Marshfield, 1944, six days; total handle, \$368,411; attendance, 34,517; State's receipts \$4,207.64. No meeting was held in 1943.

Hampshire, Franklin and Hampden Agricultural Societies, Northampton, 1944, six days; total handle, \$384,000; attendance 26,658; State's receipts, \$4,190.72; 1943, six days; total handle, \$413,207; attendance, 33,517; State's receipts \$4,207.64. Brookton Agricultural Society, Brookton (See Racing Boost in Mass. on opp. page)

Ethel Robinson Has New Booking Office

CHICAGO, Oct. 14. — Ethel Robinson, active in the book booking field many years, has resigned from the Barnes-Carruthers Fair Booking Association and is opening her own office, specializing in more than 20 years. She was associated with the Western Vaudeville Managers' Association, and has been in the field in fair and other outdoor bookings. She has been a member of the Vaudeville and Burlesque Association for many years.

Mrs. Robinson has been well known to artists for many years. She has been in the field in fair and other outdoor bookings. She has been a member of the Vaudeville and Burlesque Association for many years. "With my old acquaintance among artists, I feel that the future is very promising," she said.

Jackson Paced By B-C, R-S; Early Gate Down

JACKSON, Miss., Oct. 14.—Mississippi State Fair here, October 9-14, with number of exhibits down but paced by the Barnes-Coruthers grandstand show and Royal American Show's midway, got off to a belated start. Royal American Show had some difficulty in getting into Jackson, being delayed en route by a railroad wreck and a minor trailer accident upon arrival.

Early estimates on the free gate by Brule Young, who handled the grandstand show, and Carl J. Sedberry, co-owner of the Royal American Show, were that attendance was somewhat off this year. Grandstand receipts, however, were up due to a hike in admission price from last year's 50 cents plus tax to this year's \$1, including tax. Cool weather was a factor in grandstand attendance, which fluctuated between 4,000 and 5,000, causing late shows to play to rather small crowds, although people in this section are entertainment hungry caused by a shortage of talent touring this way, except during fair week.

In the revue, *Parade of the Nations*, popular features were the Three Jigaws, Genesmith Brothers, Wong Troupe; Bert Lyons and Lillian Lyons, American number by the Hild Dancers.

Royal American Show's newest ride, the roller coaster, hit with paying customers. Following a policy of free public standing, numerous concessions have out War Stamps, proving beneficial to the midway, and the government. Thousands of dollars have been contributed to the war effort in this manner.

ATLANTA COUNTS BEST

(Continued from opposite page)
on landing because of the condition of concrete which they were forced to land upon. During the week Dick Clements, lawyer, had a party at his home where he was entertained by George Simpson, head of city parks, and Johnny Calhoun, head zoo keeper. He was known the cyclorama of the Battle of Atlanta and the zoo.

Lakewood Park will close its season with the Pated Herford Show October 18-21. National Herford Show during the fair was a success, with many good breeds represented, and with sales amounting to \$10,700 for 88 cattle, \$9,050 being top price. Park will be closed during winter except for the howling alley, and President Benton said no shows would winter there.

HUGHES, HUMPHREY WED

(Continued from opposite page)
brought to New York, with Dickey and Miss Humphrey as producers, for the 1930 World's Fair. In 1934 he served as executive secretary to Harvey D. Gibson, then head of the New York World's Fair. After a brief period of retirement she emerged as general organizer of the United States War Show, following which she produced Cleveland's Festival of Freedom.

Elwood Hughes, whose name is synonymous with the Canadian National Exposition, was identified with it for the past 37 years, during the last 12 as general manager.

Around the Grounds

NORTH PLATTE, Neb.—Paul J. Thomsen was re-elected president of Lincoln County Fair Association. Thomsen, Brady, vice-president; H. E. Day, treasurer; Mrs. Orson Cowell, secretary, until a manager-secretary is chosen.

LANCASTER, N. H.—Officials of Lancaster Fair sent a message to the Internal Revenue Department for \$27.18 as tax on admissions in 1944. Previous check was for \$27.00, indicating the increased attendance.

CONCORD, N. H.—State Commissioner of Agriculture Andrew L. Felker will act as operator of the nine major fairs in New England, and will be in charge of the state and statelets for patrons. At the State association's annual meeting here. He devoted facilities for relaxation are lacking. He visited all the fairs this fall.

RALEIGH, N. C.—Eastern Fair Association, Inc., with principal office at Elizabeth City, has been chartered by the secretary of state to maintain and operate a county fair under authorized capital of \$50,000, with \$1,500 stock being subscribed by W. H. Bartlett and R. B. Wright, Elizabeth City, and H. A. Creel, Winston.

HARWINTON, Conn.—Over 20,000 attended Harwinton Fair October 7 and 8, 1944. Attendance on Sunday and Monday being turned away because of limited space, said Louis L. Campbell, who for years has been in charge of publicity and concessions. Gov. and Mrs. Raymond E. Baldwin were speakers Saturday afternoon and Congressman J. E. Talbot Sunday.

EDMONTON, Alta.—Possibility that Edmonton might have a summer fair in 1945 was seen when city commissioners were threatened by city council to proceed with transactions whereby the exhibition grounds and buildings would be turned back to the city in their present condition. Property at present is leased by the dominion government and is being used by the Royal Canadian Air Force.

BRIDGEWATER, N. S. S.—One of the latest in the fall, the 1944 Bridgewater Fair was more elaborate than in many years on four days and nights and with horses racing two afternoons. Made was by the Alderhot Army band and William Jodrey's Mountain Rangers. Billy King's orchestra furnished the vaude program. American Acts, high-wire trio, worked twice daily. Lynch Shows were the midway. W. J. Crouse, secretary-treasurer, has held the post 17 years and H. Wile has been the president five years.

HILLSDALE, Mich.—Hillside County Agricultural Society, sponsor of Hillside Fair, elected these directors: W. B. Hayward, Bert Payne, George B. Conville, C. D. Phillips, Wayne Nichols, C. H. Oexinger, Hillside; James Meeks, Adam Earl Dorje, Allen; Ernest Gilbert, Ambay; William J. French, Cembra; Elmer Edwards, Gaudin; William Foss, Fayette; Fred Hovick, Jefferson; Andrew Adams, Litchfield; Lynn Rykes, Moscow; William Hale, Pittsford; Henry Mow, Ransom; Harry King, Berrington; J. Westaway, Somerset; W. F. Danhausen, Scipio; Fred Giddings, Wheatland; Frank Clark, Woodbridge; Elmer Alti, Wright.

REGINA, Sask.—Refuse from Regina's sewage system, dried out for two years, has proven satisfactory as a race track dressing at the fairgrounds. Dressing was applied late in the fall of 1943 at a cost of about \$1,600. About 70 tons were spread. Responsible for getting the fair board to use the sludge as an experiment was D. B. McCann, an engineer and a member of the board. He believed it was the first time this material had been so used and expects to see the idea carried out at other tracks, especially in Western Canada where soil is heavy. The sludge was applied as a two and one-half inch coating. It does not gum up like Regins soil after heavy rains makes the track so hard to run on wet days. It provides good drainage and allows moisture to sink into soil below.

CORN PALACE HIKE BIG

(Continued from opposite page)
let: Baps and Taps, colored dance team; Terry O'Donnell Jr., vocalist; Gilbert and Lee, comedy hand balancing; the Saxons,

acrobats; Chndy Walker, hillbilly; Gaynor and Rosa, roller skating; Kenton and Arnold, country music; Elmo Turner, whistler, and Ray English. Performances were presented afternoon and night, and Saturday it was necessary to give three shows. Two independent acts were used, Jane Meredith, trapeze, and the Great Siegfried, cannon juggler. Each night following the show there were two hours of dancing to music of Glen Gray.

Corn Festival committee was highly pleased with the success of Jack Patton, chairman, was in Chicago this week arranging for next year's show.

RACING BOOST IN MASS.

(Continued from opposite page)
ton, 1944, six days; total handle, \$358,380; attendance, 111,197; State's receipts, \$3,067.00. No meeting held in 1943.

Barrington Fair Association, Inc., Great Barrington, 1944, six days; total handle, \$193,895; attendance, 29,440; State's receipts, \$6,398.18; 1943, six days; total handle, \$152,004; attendance, 28,448; State's receipts, \$4,927.27.

Fair-mutual betting at fairs was criticized in an editorial in the current issue of *The Hampden*, official organ of Hampden County Improvement League. It declared Hampden County had enjoyed an excellent season of agricultural fairs without the artificial stimulus of legalized gambling, which fairs in near-by counties claim is necessary for their survival.

PARKS AWAIT V-DAY

(Continued from page 37)
to make intelligent use of the provisions in current orders.

"Roller skates and ice skates may now be manufactured for use in public rinks without restriction. Operators of rinks needing new skates should place their orders with their manufacturers early, as I am informed that orders will be filled in the order in which they are received. No priority is now required to order skates."

"The operation of the repair shop in a park is of real importance in the matter of maintenance and of securing repair parts, and even number is provided for. Operators who do not have the information or who need guidance in the use of CMP Regulation 9-A should write to me in Washington stating their problem."

"Two companies have been authorized to manufacture 400 'High Boy' motorcycle type lawn mowers equipped with 1½ or 2-h. p. gasoline motors, to be sold on unsecured orders. The two manufacturers are Sunbeam and National Mower Company, both of St. Paul."

"The present shooting gallery ammunition program is being completed. The limited supply will soon be exhausted. However, there remains a residual of the original allotment which can be procured by those fall and winter operators who will apply as long as the supply lasts."

"As to manufacturing, that is governed largely by the location of the manufacturer in relation to labor areas and also the status of any unfilled war orders, the manufacturer may have the kind of material he needs. It is desirable that small manufacturing plants that have taken out of war orders get into production for civilian use, and the only limiting factors are the use of man power and credit."

"Manufacturers of park equipment should proceed with a program of deciding what they want to make and then take the matter up with their local War Production Board office. They will be guided as to how they may proceed under the provisions for spot authorization for manufacture. No application or visit to Washington is necessary."

NORTHEAST FLORIDA STATE FAIR JACKSONVILLE, FLORIDA

11 Days—October 26 to November 5—11 Days
2 SUNDAYS 2

Can place any legitimate Concessions. No exclusives. Will also sell Space in Exhibit Buildings. This will without a doubt be one of the best dates in the State of Florida this fall. All address ED BRUER, Concession Manager
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P.S.—Will also place two outstanding Free Attractions.

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ATTENTION, ALL ACTS

Now contracting acts for our

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Preference Given Acts and Troupes Doing

Two or More Acts.

Long Season—Short jumps.

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NEW ACTS FOR 1945

Only First Class Acts Wanted.

Singles, Doubles, Those Doing More Than

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Minimum \$25 Cash With Copy
Forms Close Thursday for
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Theatricals, Parodies, Songs, etc. in
acting, singing, etc. cash. See complete
listings, \$1.00. For Frank, 2023 J. Michels, Chi.
10-10-34.

HILBILLES—FREE PROFESSIONAL
Singer, Parodies, Songs, etc. in
acting, singing, etc. cash. See complete
listings, \$1.00. For Hilb, 2023 J. Michels, Chi.
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Leading town or individual—cash preferred—
see complete listings, \$1.00. For G, 2023 J. Michels, Chi.
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HITS, \$1.00. For H, 2023 J. Michels, Chi. 10-10-34.

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in acting, singing, etc. cash. See complete
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**EMU, 4 M. FT. HIGH, \$200.00; MALE SUN
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FOR SALE—ONE BEAUTIFUL MALE
African Lion, 9 months old, weighing 300
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HIGHLY MONKEY—FEMALE, PROVEN
\$50.00. Perfect health. Louisiana, 259
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General Hardware, 2023 J. Michels, Chi. 10-10-34.

2 OR 3 YEAR OLD PEACOCKS, BEAUTIFUL,
\$1.00 each. For A, 2023 J. Michels, Chi. 10-10-34.

WANTED TO BUY—YOUNG OR TRAINED
Chimpanzees, \$1.00 each. For B, 2023 J. Michels, Chi. 10-10-34.

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TEST \$250.00 TAKES TWO BURNERS, E.P.
Crown Radio, 7-11 on the Grand, 2023 J. Michels, Chi. 10-10-34.

FOR SALE—KRENEY SUPER TRUCK
\$150.00 each. For K, 2023 J. Michels, Chi. 10-10-34.

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CHOUX OR STUBBORN PUP, \$1.25; NEP BEAR,
Baby Coney, \$1.00; Idaho, eggs or chickens,
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CHOUX OR STUBBORN PUP, \$1.25;

Fashions Use Hits 10 Year

Will Novelties Be In a Lighter Vein?

NEW YORK, Oct. 14.—The specialty merchandise trade may find that one day wheelbarrows, household furniture and motorcycles will be included under the heading of novelties, inexpensive and with the immediate selling power of a popular lapel ornament. Fantastic? Not according to the strides the Magnesium Association is making with this light and versatile metal.

In a meeting here a short time ago, members of the association prepared plans for the use of magnesium in products which hitherto has been made with older, heavier metals. A wide variety of uses was advanced for the use of this metal, but one of the most dramatic was that outlined by W. H. Dow, president of Dow Chemical, who described the use of magnesium for car wheels. Other possibilities were roller skates, typewriters, baby carriages, vacuum cleaners, cocktail trays, radios and cameras. However, it was agreed that the aircraft industry would be the largest user.

Millions of Americans are in for big surprises, according to the association, because magnesium in products will make them lighter, easier to use and simpler to manage. It is common knowledge also that America has a magnesium resource that can supply the whole world when developments and processing are finally perfected. In view of this, it would not be too far off to forecast that products made with magnesium will be more inexpensive than they are now. And once they get into the low-priced brackets, available to a greater consuming public, a big future is seen for the growth of new novelty departments.

MERCHANDISE TRENDS

By Evelyn Mareneck

CHICAGO, Oct. 14.—News from Washington last week seemed to echo the counter move against the threat of unemployment and depression if drastic methods are taken in cutting war production.

Yet the prospects of a longer war made it necessary to examine more carefully the goods that were first put on the reconversion list.

Present procedures seem to indicate that reconversion is to be slowed down, with the unemployment problem receiving greater consideration. The spot authorization plan has been rather limp along because of man-power shortages.

Action in Washington last week removed some of these by recommending that reconversion applications be sent to local offices, instead of regional, thereby taking up the slack of workers freed from war plants.

Merchandise circles seemed to feel that there is more chance of specialty items being released for civilian consumption with storing labor effectively to the plants reconverting from war to civilian goods. Officials in Washington pointed out that the spot program will find wider use—particularly as labor grows easier and plants reconverting are given more speedy approvals.

Retail Sales Hiked

Specialties, jewelry and accessories did excellent business last week, with demand shown in the higher priced lines, however. Retail business on the whole was stimulated by cooler weather and the gift buying for men overseas. Sales rose 9 to 15 per cent over the week in 1943, according to Dun & Bradstreet figures. The Department of Commerce

issued a report that foreshadowed an overall shortage for Christmas shoppers this season, although dealers had made quite an accumulation of merchandise to accommodate the buying. A study by the department revealed that inventories were 3 per cent below a year ago. At the same time, the department announced that all retail sales for August were 8 per cent more than the corresponding month one year previous, with general merchandise sales increasing 14 per cent. The report also showed that retail prices continued to rise for the sixth successive month.

Irons Appear and Disappear

In Chicago last week, iron awaited iron appeared on some department store counters. Buyers had been waiting for them since Pearl Harbor, and officials of the store said their allotments disappeared within two hours. This was just another display of the backlog of demand—but store buyers said they expect more shipments of irons and periraps (See Merchandise Trends on page 60)

McClurg Firm Chi Pioneer

See big plans for future merchandise made in U.S.; map post-war programs

CHICAGO, Oct. 14.—The specialty merchandise field has long been acquainted with Al C. McClurg & Company, Chicago, wholesalers of novelties, gift toys, stationery, books and an abundance of other articles seen on the counters of most every gift shop in America. August 23, 1944, marked the 10th anniversary of the company that has carried on an unbroken relationship with the popular and indispensable institution in American life, the novelty and specialty merchandise store.

The firm has made a great name with both retailers and wholesalers, marked by (See FAMOUS HOUSE on page 49)



"GLORY" 19" x 28" 15.00 Dole.



"PLEDGE" 19" x 28" 15.00 Dole.



"SERVING OVERSEAS" 19" x 28" 15.00 Dole.

OUTSTANDING SERVICE BANNERS

Invented we buy in in our outstanding Patriotic Banners. These Banners are Heavily Flocked with outstanding colors, their intense, long-lasting and, no illustration could possibly do justice to these Banners. No matter what banners you have seen or used, you must admit our line is appreciable how good and complete the McKee banner line really is.

\$2 Trial Order Special

Bring Your \$2 Retail Value!

Money-Back Guarantee!

You must be completely satisfied with the selection of banners. If you don't, we'll refund your money for full refund and postage. You don't need a receipt.

48 HOUR SERVICE

In no case, we guarantee, will more than 48 hours elapse between receipt of order and shipment!

OVER 20

Beautifully Tailored - Modern Banners Patriotic Banners include "OLD GLORY," "KEEP 'EM FLYING," "LIBERTY BANNER" and others use numerous to list. Our standard MONEY BACK GUARANTEE has been in force for years with never a return—repeat orders in many cases have already resulted. Prices range from 90¢ to \$5.00 per doz. Big range from 19" x 28" to 19" x 42". Send for YOUR trial special order—no obligation—no cost. Indicated for your convenience. Don't miss! Try special prices.

WELCOME HOME BANNER

8 1/2" x 14", Heavy Flocked and 1" in Gold, Red, Green, Blue. Since we started manufacturing this Banner, it has proven a big seller for our jobbers. It is our advice to you to purchase in a good quantity. If we are out of stock, we will not be able to meet demand when the day arrives.

1/2 Duplets With Order, Balance C.O.D., F. O. B. N. Y.

HARRY REITER 143 WEST 20TH STREET, NEW YORK, N. Y.



"U.S. MARINES" 19" x 28" 15.00 Dole.



"KEEP 'EM FLYING FOR VICTORY" 19" x 28" 15.00 Dole.



"SERVING OVERSEAS" 19" x 28" 15.00 Dole.

"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities



No. 3856 10K Gold
No. 3860 10K Gold
10K Gold
No. 3856 Solitaire \$2.25 each Bulk \$1.95
No. 3856 Wing \$2.25 each Bulk \$1.95
No. 3856 Ring \$2.25 each Bulk \$1.95
14K Gold
No. 3856 Solitaire \$2.25 each Bulk \$1.95
No. 3856 Wing \$2.25 each Bulk \$1.95
No. 3856 Ring \$2.25 each Bulk \$1.95

No. 38201—10K Gold No. 38206—14K Gold

One chip diamond solitaire. "a" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available. (State your business!)

HARRY KAKULA & CO.
5 N. Wabash Ave. Chicago 2, Ill.

MERCHANDISE YOU ARE LOOKING FOR

CAREFULLY SELECTED BINGO ASSORTMENTS

Many New Items—Many Hard To Find Items—Fashions—Novelty—In Demand.

ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS

GLASSWARE	SLUM GIVE AWAYS	NOVELTIES
Over 100 Feature Items, including Ruby, Green, Golden Glow, Crystal, Montezuma, \$2.00 to \$12.00 each.	Over 100 Rod Rod Spools From 75¢ to \$5.00 Per Gross. Not the Regular Run—But Plenty New, Popular in Demand. Order by Assortment.	Hats, Lids, Ties, Hat Bands, Corset Buttons, Chinese Bells, Buttons, Snuggles, Pocket Knives, Lighters, Charm Key Chains, Table Novelties, Toys, Pennants, Souvenirs.
\$20.00, \$40.00, \$75.00 Units	\$10.00, \$25.00, \$50.00 Units	

LIMITED STOCKS STILL AVAILABLE

Blankets, Lamps, Smokers, Bar Sets, Enamelware, Cutlery, Toy Pattern Ware Items, Luggage, Tourist Kits, Mugs, Clocks, Radio Sets, Table Sets, Towel Sets, Fur Animal Sets. SAVE TIME—DON'T WRITE FOR LISTS—PLACE ORDERS FOR SAMPLE UNITS.

25% OFF WITH ALL ORDERS, BALANCE SHIPPED C.O.D.

IMPORTANT To Obtain the Proper Lists, Be Sure and Rate in Detail Your Business and Type of Goods You are Interested In.

ACME PREMIUM SUPPLY CORP.
3333 LINCOLN BLVD., ST. LOUIS 3, MO.

Today Service

METAL VANITY SPECIAL

to tempt your customers with a brand of them! Lovely, fast, aluminum vanity in a variety of rich, enameled designs. Heavy silver plating, chrome, gold, brass, copper, large, oval mirrors. Powder after and buff.

\$23.95 21" x 28" each... \$2.75

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FAIR AND CARNIVAL SPECIALS

Our buyers have scoured the markets for merchandise

Worth Covered Box Balls	Per Doz.
White, Blue or Tan Yacht Caps	2.00
Horsehoe Plaques	1.90
10-inch Soldier and Sailor Dolls, Plastic	16.50
Heads With "Go-Go" Eyes and	1.75
Stuffed Bodies, Special	1.70
Aluminum Milk Bottles, Each	2.50
Medium Plastic, Co.	1.30
Weighted Darts, Doz.	10.75
Swappers, Co.	23.00
Jumbo Fox Tails With Comic Cards	1.00
Per 100	2.50
Knife Rack Rings, Per 100	2.50
Co.	2.25
Co. Rack Rings, Per 100	2.25
Sheeting Cards, Per 1000	2.25
4 to 7 inch Hesp-La Rings, Doz.	5.55

GLOSSWARE

Heavy Whiskey Glasses	\$ 3.50
Air Trays	3.75
Tumbler	4.00
Nipples	4.50
Sugar Bowls and Creamers	4.80
Saucers	4.80
Cups	5.20
6" Bowls	6.75
8 1/2" Bowls	10.80

Order From This Ad. All Prices F. O. B. Indianapolis.
No Order Shipped C. O. D. Without 25% Deposit.

KIPP BROS.

117-119 S. Meridian Street Indianapolis 4, Ind.

We have without doubt the richest assortment of beautifully colored figurines, made of terra cotta composition, at popular prices.

Over One Hundred Different Designs From \$4.80 Per Doz. to \$90.00 Per Doz. Each One Doz. of One of our

Illustrated Prior List, One Entire Line, Mailed to Any City, Shop on Application.

We Illustrate Two More, One Dozen of a Number Smallest Quantity Box.

\$3883 Music Hath Charms



\$3144K Maid of Honor



7 1/2 Inches High, Feet Each Other Can Be Sold singly or in Pairs. \$16.00 Per Doz. Place, 7/2 Doz. Place in Carton.

9 1/2 Inches High, \$250 6 1/2" Inches, \$90.00 Per Doz. 7 1/2" Doz. in Carton.
Be sure to send for our complete set of GIFT GOODS, we have them from \$1.80 per doz. to \$90.00 per doz. All big sellers.

LEO KAUL IMPORTING AGENCY, INC.

115-118 S. MOUTH MARKET ST., CHICAGO 6, ILLINOIS.

Popular Items

Mark of Distinction

Designed to make a truly personal gift, Leonard Daskow, Montrose, N. Y., is featuring handmade sterling silver bookmarks for making some book lover happy. These bookmarks come on red grosgrain ribbon and are engraved with smart initials if desired. They are ideal for gift shops that reflect the good taste of their customers.

Glamour Cases

A joy to behold by any smart woman, Original Trapunto Novelities Company, New York, is offering sales glamour for any gift counter with beautiful rayon satin or taffeta lingerie cases. These original sales leaders come in a variety of lovely patterns, richly embroidered and with contrasting linings. Also, the line includes handkerchief cases and 3-piece accessory sets.

Double Fun

Krazy Faces, an original novelty by Herbert George Company, Chicago, don't make you look like you are—but simple o-crazy, and the toy is proving one of the most fun producing items in years. The double mirror, concave on one side and convex on the other, fascinate everybody who sees themselves as others never see them. Krazy Faces is well made and colorfully decorated, and has an amusement park appeal. A toy that packs laughs and merriment.

Boxed Chocolates

Packed in attractive cedar chests, Earl Products Company, Chicago, are offering boxed chocolates for confectionaries and operators. These items carry their own advertising because everyone knows how fast they disappear when on display. The company also has tastefully designed leatherette vanity boxes, and the chocolates come in one and two-pound boxes.

OVER 1000 JOBBERS
SELL OUR
BINGO SUPPLIES

We still have
BINGO GAMES
on hand. Inquire
today.



Write for Catalog!

MORRIS MANDELL

131 W. 14th St., New York, N. Y.

FULL SKINNED TUXEDO STYLED COAT
Size 12 to 20
SPECIAL \$27.50
Buy Direct From Mr. The largest assortment of outstanding Fur Coats in our history available NOW! Immediate Deliveries. All types at reasonable prices. Satisfaction Guaranteed! Write for Free Catalogue. **YOUNG & YOUNG, 208 W. 27th St., N. Y. 1, N. Y.**

WE HAVE

Rolled Gold Plate Wire

For

WIRE WORKERS

WRITE FOR PRICES

WIRE TRADER

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with pearl-
like inlay.
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These pencils are regular 5¢
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Write for Bulletin

AMUSEMENT INDUSTRIES, Box 7, DAYTON 1, OHIO

FAMOUS HOUSE

(Continued from page 47)

a spirit of progress, fair dealing and high standards. It represents the dominant spirit of the function of the specialty merchandise field—that of adapting itself to the growing conditions of the country. When McCurg's was established in Chicago 100 years ago the city was the gateway to a developing frontier struggling for establishment amid Indians and prairie. Growth of this great merchandising organization coincided with the growth of this great city—from pioneer of the country to pride of the country. Today the company is one of the largest American wholesalers to a wide territory, including the entire Western and Southwestern areas of the country and even having representatives in Central and South America. It has changed enormously from the small boy and his toy store carrying a selection of Bibles, books, quill pens and writing papers. Actually the main function of the company has been wholesaling, although while first as a retail store it added an important cog in the trading activity of the youth but, expanding, became city. Through the period of the company's development it has borne different names. McCurg's occupies two large warehouses near the lake in Chicago, with a large, modern sample room. The house has carried 25,000 different items of merchandise and 22,000 titles of books.

Chicago on Map

The firm was probably the first to bring specialty merchandise, books, stationery and other goods from Eastern sources into the expanding area about Chicago and farther West and South. As the town grew, small retail stores in outlying communities were opened, and the distribution problems in those early days were no small, such stores began to grow here and there with great intensity. That alone is a great credit to the ever-developing wholesale pattern of the company.

As the United States began to import from Europe and Asia, McCurg's found the famous gift and toy lines, with the toys, dolls and other luxury merchandise made in Germany, Czechoslovakia and other countries. This began during the latter part of the last century and with the coming of the first World War, American manufacturers were encouraged to make such merchandise here. At the present time McCurg's believes that American-made merchandise far surpasses that of the former European sources—both in quality and price—and that this condition will prevail even more in post-war days. This tested experience by a well-known wholesaler in the field of specialty merchandise is but another boon to the superiority of American goods and manufacturing methods.

Follow Trends

One secret of growth, the company declares, is that it has adapted itself to existing conditions—dropping old departments and adding new ones. In 1909 it welcomed the opportunity of establishing a department of fragile china, pottery and glassware so that old as well as new customers might be served. Not too long ago the company purchased the toy department of L. Gould & Company, and combined their knowledge and experience so that an improved line of toys and entirely new lines of housewares could be offered to the merchandise trade. McCurg's is now planning for a great market in equipping thousands of new homes with numerous improved articles which have been discontinued for the present national war effort. This spirit of growth and adaptation shows a vision of meeting current trends with definite plans, confidences in its basic policy of fairness and a faith in the real backbone of the distribution system in the U. S.—the independent merchandise retailer.

IMMEDIATE DELIVERY EXPLOSIVE MATCHES

OUR SPECIAL PRICE

1 to 10 Gross Lots \$3.25 Per Gross

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Net Cash With Order.

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EITHER SILVER OR GOLD FINISH!

STERLING SILVER

B1... \$16.50 Gr.
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B3... 9.00 "
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B5... 16.50 "
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B6... 13.50 "
B7... 13.50 "
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Sterling Silver Chain15c "
Sterling Silver, Gold Plated Cable14c "
Sterling Silver, Gold Filled Chain17c "
Sterling Silver, Gold Filled Cable24c "

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SPECIAL American HUMMEL REPRODUCTIONS
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Perfect quality—Vestries—
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TEA MONEY in
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and family. For our New Illustrated
Catalog and Price List, it's FREE.

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Dice — Fountain Pens — Lighters — Plastic
Novelties — Poker Chips — Combs —
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riolite Items — Medium Price Jewelry
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Write for List of Over 200 Pkg. Items.

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PAUL M. CONAWAY, Macon, Ga., visited the Bradley & Benson Circus and Rodeo at Jackson, Ga., and reported that the arena was filled for the night performance. Shew changed its route out of Jackson and headed for the South Carolina border. Capacity houses are reported to be daily occurrences.

CARL MARX, former circus clown, started his ninth consecutive year of clowning at Hotel Sherman, Chicago, last week. He started a two-week engagement at the hotel's College Inn October 9, 1936, and has been there ever since. The Inn has been remodeled three times during Carl's non-stop run, but he and his individual make-up remain the same—flashlight nose, exaggerated greasy paint grin, baggy trousers, balloon-sized coat and Jerry tangierie wig.

ded to lead the elephants of both shows fight it out on the morning of circus week. Big Tessie, the elephant of the Crumwell, a male tusker, would slaughter the Chariot & Tabouret bull, Big Tessa in five minutes. While setting up camp, the elephants were put with their handlers and stacked and our seconds on the ground, the battle-of-jungle-arena was over. The elephants were fed. After snorting and pawing the ground, Crumwell rushed thru a side gate to the arena. The elephants of the Chariot & Tabouret followed him, snorting and trumpeting. Big Tessa crashed thru the back fence to meet the oncoming elephants. The elephants of the Chariot & Tabouret were in the center of the diamond and wrapped their trunks around each other—with love in their eyes. The elephants of the Chariot & Tabouret were the winners. At an old-time on the show we learned that Big Tessa had been Crumwell's mate on the show for 20 years. He was made on the show 20 years ago. When his honor held his constituents well, "Pake!" the dealer was off. In this his old people were the winners. The elephants of the Chariot & Tabouret were the winners.

RODEO and Horse Show will be held at Georgetown, Tex., October 20-22, American Legion auspices.

William Beil, who is affiliated with J. Louis Springbill Farms, California, presented his horse, Pinto, and Roy Dav did comedy.

J. E. KAUS, Mgr.
Jacksonville, Florida

Wheel Man, Second Man on Merry-Go-Round
Join this week.

~~ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED~~

(Continued from page 38)

guet, the primitive people wrapped the arms around each other and sobbed.

Wheel Man, Second Man on Merry-Go-Round
Join this week.

Care Monarch Shows, Arcadia, Fla.

Conducted by WALTER W. HURD. Communications to 155 N. Clark St., Chicago 1, Ill.

OPA Says Machines In On Coin Machine Trade Concerned In Main Topics at Meeting

WASHINGTON, Oct. 14.—In answer to a hypothetical question, attorneys for the Office of Prior Administration expressed the official view that operators who place coin machines in locations on a commission basis are not renting such machines to the location under the terms of RMPR-165. When OPA originally issued its price control order No. 165 in 1942, it was the first order to specifically list

coin machines as being regulated. The order No. 165 was to regulate service industries of various kinds, and the question was always held in the background as to whether the operators' business of placing coin machines in stores would be considered a service covered by the order and hence his commission would be regarded as rent and subject to price control under the order. When OPA began to investigate the rental fees being charged for juke boxes rented for private parties, the question of machines placed in stores on commission again came to the front. Court action was taken against a firm in Philadelphia that had rented juke boxes for private parties at rates higher than was charged for such services in March, 1942.

While commissions paid to locations have remained rather stable through the war, the question was raised as to what would be the attitude of the OPA if a location operator owned the machines on commission or if the operator out the rate of commission paid to a location. This was a hypothetical case and attorneys of the OPA said that until specific cases were brought before them they would consider the matter on a case-by-case basis and that the rates does not come under RMPR-165.

As one attorney pointed out, the usual transaction is for the owner of the machine to place the machine in a location, space in a store in the form of a flat rate or a percentage of sales from the machines to the owner of the premises. The machine is owned by the operator, the machine has and has responsibility for the maintenance and operation of the machine as well as for keeping it filled with merchandise. The owner of the premises has no access to the merchandise in the machine and merely supplies space therefore.

Coin Machine Trade Concerned In Main Topics at Meeting

Common currency may give that needed boost to universal small coin—money exchange big factor in exports—some talk of quotas on exports and imports

NEW YORK, Oct. 14.—Front pages of financial papers featured reports on the National Foreign Trade Conference held during the week. At the same time politicians were telling the public the pros and cons of the results of the Dumbarton Oaks conference. The convention on foreign trade will be the starter for discussions of ideas that will last well into the post-war period. Representatives of many business firms as well as shipping and banking interests were present at the convention. The first meeting showed a registration of 1,500 delegates. No information was available as to whether coin machine firms were represented at the meetings.

First reports indicated at least two big topics will be of direct concern to the coin machine trade. If future exports of machines are to reach the quantities desired, business leaders are discussing the possibility of a quota system for imports. If such an idea is adopted by the United States in order to regulate the goods we buy from other nations, everybody agreed that other nations would reciprocate by setting quotas on the goods we export to them. The United States. A system of quotas and allocations has become so widespread during the war that it is being considered as plans for the specific control of imports and exports will be advanced after the war.

This would be going a step farther than the reciprocal trade agreements

policy which the United States was advancing before the war. The reciprocal trade agreements really never had any direct application to coin machine exports but it was confidently expected that in time the agreements would be applied to them. Trade experts now agree that if the different nations agree on quotas for imports and exports, eventually quota assignments will be assigned to the coin machine trade as well as other industries.

The question of a common currency also was given considerable time. An official of General Motors strongly recommended a common currency to be used by the United States, Great Britain, Canada and the countries of the Western Hemisphere. General Motors official was given great attention because it was assumed he was representative of the progressive business attitude in the United States. If big business boldly champions the cause of a common currency in order to speed up foreign trade, it is easier for granted that politicians will give heed. The General Motors executive said that a common currency to be used by the nations he had suggested would be one of the biggest advances to promote free trade through the world.

Hunt Universal Coin

The coin machine industry has long been interested in the various steps toward a common currency through the world. At the Dumbarton Oaks at Bretton Woods recently, some consideration was given to a common money system, but as in all the conferences of the kind, the discussions were rather general in nature. The foreign trade convention here this week is expected to give an impetus to a common currency which has long been needed. Leaders in the coin machine trade say that once a common currency is set up it will also result in a common system of small coinage and also hence be the greatest aid to the universal use of coin machines that possibly could happen.

Money exchange rates were also given considerable attention at the export meeting. Business leaders recognize that the money exchange rates will have much to do with foreign trade in the future and that there will be keen competition between the nations in the world money markets. Trade leaders at the meeting here are hoping that the nations should unite to keep money rates as stable as possible and also at such a level as will be equitable toward each member nation.

A few leaders in the coin machine trade recall that money exchange rates before the war were one of the biggest stimulants to the export trade in coin machines, particularly with Canada and England. One of the toughest battles in exporting coin machines that was ever given, happened when President Roosevelt announced that the dollar would be 50 cents of the old dollar. The 50 cent dollar was the subject of much bitter and confusing political agitation in the United States. One of the big times it was a question to American firms that had something to sell abroad. Coin machine firms in Canada and Britain were under the impression that they had bought American dollars on the money markets at the low rate and were able to sell two times the amount of their American coin machines. During the war Canada and England were forced to continue to use their own currencies, and hence Canada put a ban on importing coin machines. Lack of shipping facilities prevented transferring any coin machines to England. The money market war started. Canada removed its ban on such imports August 1 of this year, thus

(See EXPORT FACTS on page 60)

WPB Plans Speed For Approval of Reconversion Aps

CHICAGO, Oct. 14.—A report issued by the Federal Reserve Bank here this week said manufacturers in this area would require a longer time for reconversion than they did to convert to making war goods in the beginning. The report did have the encouraging statement, however, that including small plants, the average time required to convert to civilian goods would be about three weeks.

It has been generally understood in the coin machine industry that its manufacturing plants would be among the quickest to bring turning out civilian products when approval is finally given.

Reports from Washington this week said WPB officials had settled on the idea of approving reconversion applications. When unfavorable war news began to come in a few weeks ago WPB officials were compelled to delay some of their planning for reconversion. Now they are making careful plans to speed up the original plan which went into effect August 15. Turning the country as a whole, manufacturers were slow to apply for civilian permits, and the machinery for approving these applications was moved still more slowly.

During the last week in September applications from manufacturers began to come in at the rate of about 3 per cent and by the first of October the rate of approval was about 10 per cent of the applications received. Officials say they will not be satisfied until they can get the rate of approval up at least 35 per cent of the total number received.

Biggest Bottleneck
The biggest bottleneck to approving the applications seems to be the delay caused by the War Man-Power Commission. Local WPB officials have been passing the applications from manufacturers on to regional offices and they will be ready to pass them on to the national office. WPB officials have asked that the local WMO offices pass on the applications as fast as possible. If this plan is adopted, it would speed up approvals considerably.

Great interest is being shown in the materials situation as War removes controls on the use of more metals. Recently a list of 19 materials which will continue to be scarce was announced by the War Relocation Authority. It was announced that there are about 42 other materials that are now considered plentiful. As for this plan it was announced that there are about 42 other materials that are now considered plentiful. As for this plan it was announced that there are about 42 other materials that are now considered plentiful.

Among the more plentiful materials mentioned in the recent list, the coin machine trade will be interested in such items as beech, elm, gum and poplar, rubber and also plywood. Zinc is also said to be much more plentiful, and synthetic rubber is now plentiful and will find a number of uses in the coin machine trade.

Editorial World Plans

By Walter W. Hurd

THE coin machine industry cannot sit idly by and say it has no direct interest in the big questions of world trade that are now being discussed. The National Foreign Trade Convention met in New York this week, and it was evident at once that some of the main topics for discussion will have much to do with the future of the industry.

It is understood that this industry is deeply interested in the plans for the future, just as all American canners are interested in the subject, but there are more direct reasons for the trade to be interested in these prospects for exporting coin machines in the post-war period. Even the operator must be interested in this subject, for it is the great gateway to prevent early saturation of the home field.

Before the war, there were groups of operators already talking about some plan to limit the manufacture of coin machines, but all of these plans were based more or less on extra legal practices. In other words, the operators did not have stood up in the courts.

In order to prevent repetition of such conditions, it would be wise for the coin machine industry to set up a coin machine industry to inform themselves on the legal means to prevent over-crowding of the home field in the future. There are really two of these legal methods, and The Billboard has devoted considerable space in advising these ideas.

It may have been true that some of the trade became tired of our regulations and also boosting the idea of keep-

ing prices of new coin machines at a high level, but it still holds true that the only legal means for preventing crowding of the operating field is to maintain a fairly high level of prices on new machines to operators and also to encourage a large export trade.

If new machines are kept at a fairly high price level, it is the disincentive factor in holding fly-by-night operators from entering the field. It is a legal way of reserving the field to the established operators and to men having good business experience.

By promoting a big export trade in coin machines, it will be possible to keep manufacturing plants running at capacity year after year, without flooding the home markets.

Export trade also makes it possible to ship reconversioned machines to other countries when the home market has a plentiful supply. Both manufacturers and distributors are able to profit by export trade. This is why we emphasize exports for the coin machine trade. It is generally estimated by industry leaders that manufacturing plants will be able to replace all the old machines in the home field within two years after the war ends. There will be the regular replacement market to take care of, but the factories will be producing surplus capacity then. If a good export trade can be built up from the start, it will enable manufacturers to keep their plants to maintain a big trade and at the same time avoid overcrowding the home operating field. The need for the trade should be interested in this.

News Highlights of the Week

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Refinish your old slot machine like new. Use our GLITTER-GOLD, GLITTER-BLUE, GLITTER-RED, GLITTER-GREEN, GLITTER-SILVER DIAMOND DUST or BEADED FINISH. Cans of 4 oz. each. **\$7.95**

"SCRATCH REMOVER" .. \$2.49
(See "Billboard"—Oct. 7, p. 60)

Survey of Coin Machine Industry

Govt. Agency Small Biz Aid

Coin machine firms note
facts of retail gains and
post-war expansion

MINNEAPOLIS, Oct. 14. — Following the U. S. Department of Commerce to feature small business in its recent reports, the regional office here has reviewed the plans of various business organizations in the so-called "mid-continent region." The report tells chiefly about the work of such organizations as chambers of commerce and trade associations that represent the retail field. The coin machine trade and the State and local associations here were not mentioned. However, the trade is vitally interested in the retail establishments in this area and all the work done to advance retail progress.

In some cases in the past, coin machine associations have had the co-operation of retail trade groups. The regional office of the Department of Commerce here includes in its territory Minnesota, North and South Dakota, Montana and a part of Wisconsin. The coin machine distributors here usually add Nebraska and Wyoming to this territory and a lot of machines are shipped to Idaho in normal times. Some distributors here also have sold machines to Iowa operators and at least one distributor has a branch in Des Moines, but it is usually felt that Chicago firms cover the Iowa territory. According to the report of the commerce office here, trade associations in this district region are very busy making post-war plans.

Numerous instances can be cited where practical joint effort in making use of merchandising information available to small businessmen. An outstanding demonstration is the program developed by five separate manufacturers', wholesalers' and retailers' associations which organized for post-war planning as the

North Central Electrical Industries. Co-ordinated effort has provided a definite objective and an abundance of material helpful to the individual businessmen in planning the post-war merchandising operations. The initiative, vision and over-all "know how" of each proprietor is recognized and counted on to translate the suggested program into practical operation.

The Chamber of Commerce of the United States supplies data from its Post-war Consumer Demand Survey and lists of several trade associations from many State and local chambers of commerce.

Small businessmen face other important problems as they plan for the transition period. They are urged to maintain both employment volume and high wage rates, yet they know that retaining inexperienced and less productive employees taken on during the war years will mean continuance of high operating costs per dollar of sales produced. Consequently, they realize that personnel selection, placement and training will be essential operating functions during the change-over.

Finding Help

A definite aid to businessmen in selecting employees as well as a practical help to returning servicemen is the consulting and consulting service sponsored by the Junior Chamber of Commerce and maintained at the Referral and Informational Center in Minneapolis. Here individual servicemen are given an objective appraisal of their abilities and interests, and are advised regarding job opportunities. Related services include facilities for aptitude testing at the University of Minnesota, which are utilized regularly by business organizations to supplement their own employee selection and placement procedures.

A Plant Injury Committee has been set up in the regional office of the War Production Board. Specifically designed to assist manufacturers in the event permitted to transfer from war to civilian output, this committee will help to control the movement of personnel during the transition period.

Scarcely less important than provision for efficient personnel is reasonable preparation for financing small business in the transition period. For organizations shifting from war to civilian production contract settlements may well furnish

necessary funds. The typical retailer needing financial assistance, however, must depend on established credit sources to finance his modernization program and to provide the working capital for increased merchandise requirements.

Many small businessmen point out that the problem of loan money is not so much interest would do much to assure successful shifting from war to peacetime activities. Loan terms are based on established credit standing of the applicant's record for efficient management, and on the outlook for success in the specific venture for which the loan is sought. If these factors are considered, equitable terms should be forthcoming, for banks and other sources will undoubtedly seek expansion of loan opportunities in this transition period.

Credit policy in the individual establishments is closely related to financing and merchandising needs. Few small businessmen want outright removal of Regulation W, although durable goods dealers seek its modification to liberalize terms of installment sales.

Small business continues to be confronted with many problems of long standing. These too will require attention in the post-war era. One of the most important is the establishment of a credit service far purview of exchange trade buying groups of small operators.

Trade Co-Operation

Another group relies on co-operation between manufacturer, wholesaler and retailer to meet the needs of the post-war procurement. Those favoring this method stress the importance of maintaining present channels of trade and concentrating buying by retailers. Under this method the existence of the individual retailer depends on continued operation of a few selected sources of supply. However, continuously seek to have available alternative sources for emergency needs when established sources prove inadequate.

A third plan recommends that the individual retailer adhere to a single wholesale source. This method requires requiring the adoption of prescribed operating policy. Retailer-owned co-operative wholesale outlets are also suggested as a means of solving the problem of economical merchandise procurement.

Taxes which may encourage utilization of capital are considered as a means of business activities in the post-war era. Such an incentive is predicted on levying taxes at graduated rates to reward management for productive use of capital and penalize for unproductive use. The yield derived from taxes so applied would be retained by increased business volume and by the shifting of tax incidence from business operations to other tax sources.

As previously noted, many of the activities of the post-war planning and planning projects in the mid-continent region are small businessmen. Samples of the services rendered through these projects are outlined in a record of helpful planning activity.

In Albert Lee, Minn., the Committee for Economic Development, together with the Chamber of Commerce of the United States, Minneapolis Federal Reserve Bank, University of Minnesota and Albert Lee Chamber of Commerce, are conducting a community survey program, which has been used as a model throughout the nation. Specific items of present help revealed by this survey include the need for employment and buying intentions in the community for two years after the war.

Unique Plan

One result of the follow-through developed as a continuing part of the War Relocation program—remains unemployment. When the basic survey indicated unemployment in Albert Lee after the war, a group of citizens organized Jobs Incorporated for the express purpose of aiding small concerns to develop additional job opportunities. "Foundations" for the program, little capital, also look to the research and marketing committee of Jobs, Incorporated for help. If these ideas prove practical, the program will provide employment, thus creating still more jobs.

In Duluth, Minn., an Industrial Advisory Panel, sponsored jointly by the Duluth Chamber of Commerce and the Duluth Committee for Economic Development, operates to make technical advice

and counsel available to the city's industries. Special emphasis is placed on helping the smaller concerns which are unable to compete in the technical field. The panel will also assist returning servicemen and help them to get established in civilian business activities.

The most progressive and definite step is illustrated in the educational program of the Minnesota State Pharmaceutical Association, designed to train qualified people as pharmacists. While this program will not be productive of results until several years after the war, the shortage of pharmacists is expected to become a major problem in the immediate post-war period by qualified returning servicemen.

Surveys have been conducted in many communities under the sponsorship of the Committee for Economic Development and the local chambers of commerce. There are variations in the fields covered, the study made in Great Falls, Mont., is representative. In that city survey functions were co-ordinated by the Chamber of Commerce, which is the chamber of commerce, assisted by eight community organizations. Data were prepared on markets, industries, financial resources, and consumer buying power for Great Falls, and Cascade County. These were summarized to present an over-all picture and were made available for community planning groups for practical utilization by market analysis.

In South Dakota

In South Dakota, State-wide co-ordination on post-war planning studies is provided through the co-operative of the Greater South Dakota Association and the Committee for Economic Development. Emphasis is placed on agricultural and small business. The study made in the Great Plains, Mont., is representative. In that city survey functions were co-ordinated by the Chamber of Commerce, which is the chamber of commerce, assisted by eight community organizations. Data were prepared on markets, industries, financial resources, and consumer buying power for Great Falls, and Cascade County. These were summarized to present an over-all picture and were made available for community planning groups for practical utilization by market analysis.

A unique approach to the problem of small business is demonstrated by the deliberations of a committee of the Minneapolis Junior Chamber of Commerce. Groups representing the major kind of business are convened in separate conferences and their current and anticipated requirements thoroughly examined. The committee then determines in which the general background of small business as well as specific problems of selected industries are being surveyed, sufficient experience will be gained to formulate a practical program of aid. A number of civic organizations and trade associations are co-operating with the Junior Chamber in this program.

Basically the continued success of small business rests in providing favorable economic relationships and opportunities for expansion. Subsidizing small business either financially or with outside management advice cannot permanently overcome current weaknesses in the industry. It must strengthen itself through improvement in operating methods, better accounting and record keeping, better buying and merchandising policies.

The individual entrepreneur who risks his own capital can build up small business enterprises. Success in the post-war business game are fair and if he has freedom to co-operate with other small and large business.

Furthermore, sustained employment in the post-war period is more apt to be realized if individual entrepreneurs are strengthened through the establishment of basic relationships in which competitive enterprise may be fairly carried on. The post-war period is an era of interdependence in the industry. The individual can retain his competitive freedom of action only as he grants this same freedom to others.

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Looking For Big Stick

Victor and Columbia still fighting for what they feel is a basic principle

(Continued from page 14)

operation of a diskling organization. It is, therefore, not the profit for which these two are fighting, but for the principle involved principle which has untold ramifications to all industry and union operations.

No End to Union Tap

Once the theory of corporate payments is union hunt by technological unemployment it accepts there is, say many management representatives on the Washington scene, no end to what can be done and any industry. Decca, point out these reps, has no big big affiliations and can operate as it sees fit without the industry implications of what it does pre-empting its actions. It was good business for this diskler and the other 100 indie platter makers that have signed with Petrillo, to do so. It is not so for Columbia and Victor, according to these same sources.

Petrillo in Driver's Seat

Petrillo is in a unique position. There is no important unemployment in the music. He said he can end off the having his members disk for the holds quite practically indefinitely. If the ban is lifted, Petrillo is in a position to be able to issue orders that will break every contract held by Columbia and Victor with their bands and make these hand "free agents." There are studios in the disk field which are growing in distribution and importance every day the ban remains. They are "living in luxury" because of the fact that Victor and Columbia have been unable to disk pop numbers. These companies have carried these plating companies thru the first two years of the ban but there is a limit to how much longer the barrel will hold out and how much longer they can continue to pay guarantees to bands whose contracts call for them.

FDR Still Seeking

FDR announced Friday (18) that he was still studying ways and means of exerting pressure on the music union to comply with the WLB decision that the International order its members back to work. He said he was questioning that there were perhaps some 40 possible laws under which he could act and that these laws were being studied. He said he had at once without being a dictator, he stressed. Observers close to the picture think that, however, that the President had turned over this "study" to Stabilization Director Fred Vinson, who has already read exhaustive studies made for him before the President issued his "request" to the music union head. If Vinson couldn't find a legal way out before, the President is now, also, the WLB has "washed its hands" of the case and will do nothing further about it.

Some claim that the management is ineptible it is possible to predict with a degree of certainty what the outcome will be under specific conditions. The history of this case is one that defies all rules and regulations. Predictions are out.

Some Claim Board "Overruled"

Some CIO authorities, for instance, feel that in this case the International executive board "persuaded" Petrillo to mix the proxy on the grounds that the union of the case was up what it had won, even for FDR. The aggressive West Coast group are said to have come to the union of the case in their eyes. Others laugh this contention off and see the proxy mix as a typical Petrillo move,

Statement on Petrillo Situation Issued by RCA, Columbia, NBC

Officials of RCA-Victor, Columbia and NBC Thursday (18) issued the following statement on the Petrillo situation:

We are encouraged that President Roosevelt in his efforts to withdraw the ban of the American Federation of Musicians on the making of phonograph records and on the making of radio broadcasts. Petrillo's "No" as a final answer in the case. The President's decision to study the law in order to find what he can do legally on the question is encouraging to us, who in this long drawn-out fight against an alarming and perhaps subversive principle have sought to uphold American tradition.

We deeply regret that Mr. Petrillo's refusal to obey the order of the War Labor Board has imposed upon the President the additional burden of a wartime strike by the American Federation of Musicians against our companies.

We have offered again and again, hoping to keep this issue from reaching the overburdened desk of the President, to pay into escrow the full dollar amounts which Mr. Petrillo demands, pending proper determination of the issues between us. These offers Mr. Petrillo has repeatedly refused. We have been fighting, not for competitive advantage, but against what we believe to be a dangerous principle. He would force us to pay a private tax on every record sold, directly into his union treasury. Obviously, such a tax would have to be added to the price of records purchased by the public. It would make the union officials financially independent of the union membership.

Mr. Petrillo made a basic misrepresentation in his recent statement to the President that the constitution of other companies to his commands resulted from efforts of the War Labor Board itself. The true fact is that the War Labor Board paid expressly and officially designated responsibility for the contracts which the other companies signed. With one single exception, these companies are small companies which yielded to economic coercion.

Further, Mr. Petrillo overlooked the fact that the War Labor Board concluded that the strike did impede the war effort. This conclusion was reached and publicly stated at least four separate times during the long proceedings before the War Labor Board. It was also stated in the First, in July, 1943, the War Labor Board concluded that it had "substantial evidence" that the strike impeded the war effort when it first accepted jurisdiction in the case.

On March 18, 1944, a unanimous conclusion was reached by the panel which stated "The stark fact is that a union, by successfully halting the production of goods, has impeded the war effort."

On August 1, 1944, the panel on the hearing on the continuation of the panel's report, Chairman Davis referred specifically to this labor dispute as one "which interferes with the war effort."

On August 1, 1944, Mr. Petrillo had for months defied the War Labor Board's back-to-work order. Mr. Frank V. Morley, the public member of the board designated as "specialist" on the case, again denied the union's claim that the strike was necessary for the war effort. He stated "That is a claim which we find cannot be substantiated."

We are strong in our hope that the President under the law will find legal power to put an end to Mr. Petrillo's defiance of the administration and to permit music to resume recording.

One motivated by what he feels is best for his music.

Victor Signing Rumors

There were rumors during the week that Victor was going to sign with Petrillo regardless. These, however, ran counter with RCA proxy Samoff's statement during the battle when he was quoted as saying he didn't care if the fight cost RCA five millions he was prepared to battle to the bitter end. Samoff is in uniform about now, however, what he said two years ago may not be a deciding factor. It is, however, far more logical for Columbia and Victor to sign with Petrillo. It has far less "big business" ties than RCA, which is closely bound (not legally, of course) to the General Electric, Westinghouse and a number of public utilities. The precedent that is set by the Petrillo deal might well be carried on to affect RCA's other big public utility connections. RCA, therefore, has other things to consider than his contract alone. Therefore the rumor that they were ready to sign has been discounted.

The Victor, Columbia Contracts?

The contracts that Victor and Columbia are said to have proposed (The Billboard has been told) to the union (the issue) were said to have been acceptable since they are supposed to have provided for royalty payments to a fund administered jointly by the union and industry representatives. There were also supposed to be certain clauses which did not accord with the union's demand to be a third party (the union) for work done by union members, i. e., the dough was to be for actual members of the union. It was said that the union as rep of the artists, i. e., something like the ASCAP royalty payment fund. At one stage in the case the union said to have been agreeable to the union. It is not now.

RCA has, of course, also been hit

Old Records Finding Favor With Juke Fans

BALTIMORE, Oct. 14.—Although there has been some improvement in the flow of record supplies to juke operators here, it is still impossible to get an effort to meet demands of locations for currently popular tunes in all spots. Many operators here are making an effort to be being made to recapture this play thru disking of tunes coming out of the storage bins.

The old stand-by Bing Crosby diskings are getting a terrific play by patrons, and operators consider themselves possessors of a "gold mine" when they have in circulation any of Bing's waxings. Many other favorites are hitting paydirt thru the coin chutes, despite the fact that they gave their best days when records were plentiful and they left the juke for the sake of customer's selections because of it.

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Rogers Sets A. M. I. To Distribute Seaburgs

TORONTO, Oct. 14.—Rogers Music Corporation, a music distributing firm here, announced it had appointed A. M. I. Distributing Company to handle the distribution of Seaburg juke boxes in Canada. R. O. Gilchrist is vice-president and sales manager for the A. M. I. firm. He said that the firm has offices in Vancouver, Montreal, Halifax and other important cities. Gilchrist has had over 20 years' experience in the juke boxes here. He joined the distributing firm here. He claims the honor of having been the first operator to install wall boxes in this city. He plans to visit Chicago to discuss with manufacturing firm in that city some ideas for new juke boxes. He said that Gilchrist will tour Canada in order to contact juke box operators.

Quebec Phono Assn. Re - Elects Officers

MONTREAL, Oct. 14.—Quebec Phonograph Operators' Association, embracing most juke and pinball ops and distribute, re-elected officers here recently.

Officers for the ensuing year are Romeo Blouin, president; Jack M. Schwartz, Vice-president; and a group of all of Montreal. Directors are Edouard Blouin, Sherbrooke; M. Mongeau, Montreal; M. St. Jean, Quebec; M. St. Jean, Montreal; M. Paust, Ste. Adele, and Frank Gorman, St. John. Camille Cole is secretary-manager of the association.

Disks Tell 'Em How

LINCOLN, Neb., Oct. 14.—The campaign on the prohibition issue in the State is reaching a high heat and a novel use for juke boxes has been found in the campaign. Records of prohibitionists are being placed in many juke boxes which makes the following speech when a patron deposits a nickel to hear "There's a Tavern in the Town." "Be sure to register so you can vote 'no' on prohibition tomorrow."

The wats are not only using the juke box campaign record but are also using newspaper space and a network of publicity. The prohibitionists have been aided in this by the fact that the State is now in a "dry" the State may lose about \$2,000,000 a year in revenue. At this time it is not possible to predict just how the election may go on the subject of liquor.

Sunday Juke Music Test Case Already Before High Court

SPRINGFIELD, Mass., Oct. 14. — The question of whether a juke box can be operated on Sunday without a license has been taken to the State Supreme Court by mutual agreement between the attorney for an operator here and the prosecution. The State forbids the use of music in public locations on Sunday unless a special license is obtained for Sunday music. A test case was agreed on some time ago and by arrangement a patron deposited a coin in a juke box on Sunday in a local cafe. The cafe has a special license but it does not have a business license for Sunday music. The owner of the cafe was indicted and the local court decided in favor of the State. In order to pass the case on to the higher courts for final decision.

Differ on Wire Use In Place of Disks

ROCHESTER, N. Y., Oct. 14.—Statements by an official of Stromberg-Carlson, radio manufacturing firm here, show that high radio authorities differ on the future of wire recorders. Only recently officials of RCA-Victor and Columbia, radio firms, had stated they did not think the wire recorders would have much of a future in the home. They felt sure that disks would still be the major form of recorded music in the home as well as for commercial purposes.

The Stromberg-Carlson official here said there is no real mechanical problem in attaching wire recorder mechanisms to standard radio sets and that it will be necessary to record music in the form of the phonograph mechanism. He said a magazine containing recordings for several hours of music could be inserted into the instrument and all or any portion of the magazine could be reproduced as desired directly thru the loud-speaker. He also predicted the possible use of a blank wire to make home recordings thru the present home recording sets.

The radio official admitted, however, that there were still several problems unsolved in connection with wire recordings in order to utilize this new idea to the fullest degree. He said his firm would go ahead with its plans for standard sets and would complete its developments with wire recorders as soon as possible.

Md. Juke Spots Feel Beer & Liquor Lack

BALTIMORE, Oct. 14.—Shortage of beer and liquor is hurting patronage at taverns and other spots here offering juke music. It is pointed out that patronage at these spots has fallen off in proportion to the decrease in beer and

Juke Box Day Okay

DALLAS, Oct. 14.—The special Juke Box Day in the local community chest drive was counted a big success, and newspapers gave it good publicity, including pictures. Members of the armed forces helped operators make a big occasion of it. The day's collection of nickels in juke boxes raised a total of \$12,500 for the fund. Songs that paid off most during the day were *A Hot Time in the Town of Berlin* and *Smoke on the Water*. There had been much interest to see just what tunes would be the most popular. Music operators said the idea was a big success that they will keep it in mind for future patriotic drives.

Liquor allotments. When patrons find that they cannot guzzle a glass of beer or a glass of the stronger spirits they have no desire for patronizing these spots.

Juke parlors are relocating or reequipping their machines according to patronage and the spots having the greatest patronage are those which are being able to get the greatest supply of liquor.

It is expected that the beer supply will be increased now that cooler weather has set in and consequently patronage will pick up. The combination of liquor shortages and gas rationing during the summer months was felt through most of Maryland, and was reflected in the play received by coin-operated phones as entertainment seekers stuck close to the city rather than venture into the outlying districts for amusement, thru their hesitance to use gasoline.

Teen-Age Club Will Be Open 3 Evenings

CLINTONVILLE, Wis., Oct. 14.—The teen-age club, recently opened here, is officially known as the Youth Center and was opened called it "Jive diva" in their headlines. The club has a registered membership of 200 young people to start off with. The plan is to have the club open three evenings a week and the members have pledged themselves to go directly home after the evening programs close. A federal hall has been rented for the use of the club and a juke box already installed by an operator in this area. He says he will keep the machines in good working order. The city council, as well as a number of leading citizens, have been interested in the project for some time and they promise to keep up their interest as time goes on.

Jukes Shown at Junior USO Unit

CHICAGO, Oct. 14.—To demonstrate the expenditure of money collected during the Community and War Fund drive, "USO Jr." was opened here recently in a State Street department store. The miniature service club is attractively furnished with a juke box, featuring popular recordings made in the armed forces play, a refreshment counter, piano, dancing space and writing table. "USO Jr." has a type of service unit that are supported by the War Fund. Already there are 3,000 of these service clubs and a door-to-door campaign is being made here to collect more money for new units.

In an unofficial report made by one of the soldier visitors to "USO Jr." it was said that the juke box was the top hit in all servicemen's cantinas and clubs. Said the spokesman, "Popular recordings played in the machines are not only big morale boosters, but they remind us of all the good things we've left behind—and what we want to come home to—but quickly."

POP. RECORD REVIEWS

(Continued from page 21)

VICTOR HERBERT MELODIES

(Hit)

Distinguishing from its Black label with the pop fare, Hill introduces with this album a White label to package the better brand of music. And to top off, the label fares well with eight sides of everlasting Victor Herbert melodies. The lyrical voices of Josephine Houston, soprano, and Fred Huemlin, tenor, with a large and capable concert band conducted by Joseph Bishop, make the evergreens bloom again. Making for real and attractive listening, the eight sides offer *Miss Houston for a Kiss in the Dark*, *Kiss Me Again and Ah! Sweet Mystery of Life*, *My Heart is for You*, *Falling in Love With Someone*, *Gypsy Love Song* and *Starlight*, *Starlight*, and the Orchestra for *March of the Toys and Bonnets*. Arrangements all follow the simple lines, setting the melody and the voice to best advantage, since any musical trilla or fuss.

PETE BROWN QUINTET (Sevey)

Pete Brown's Boogie—F.T. Ballroom For You—F.T.

The alto sax ravings of Pete Brown do not reproduce as well on these waxes as one would like. His "dirty" and blues blowing coming out muddy and wheezy. As a result, the alto sax can do not show to the advantage that he might. His tone comes out as refined as Andy Devine's four-spyth voiced cing. Backed solely by four rhythm instruments to make for his quintet, both of his original riffs—*Pete Brown's Boogie* and *Ballroom For You*—are strident on the cowboy side, and with the result that the listening enjoyment is nagging.

Save for the nifty sax fans who assist tell the difference even if the record were cracked, neither of these sides hold any promise for the phonist.

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TALK ABOUT ORK LEADERS ON THE AIR

Ork leaders and singers who are on network shows will be one of the many valuable musical lists to appear in the 6th Annual Edition of *The Billboard Music Year Book* (to be published as a separate volume for the first time in 1944). And all the pluggers as well as those they see will be talking about the '44 M.T.B.

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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

By Nat Green

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Folk Singers Co-Operate

Nat Vincent, Pacific Coast representative for Peer International, Hollywood, goes on record with praise for the wholehearted co-operation the boys and girls of folk music have been giving him in helping out on recorded tunes. Vincent points out that the Charlie Mitchell and Dixie Doodle song, *If It's Wrong To Love You*; Bob Wills' disk, *We Might as Well Forget It*, and the record releases of Jimmie Davis' latest, *There's a Chill on the Hill Tonight* and *It's Too Late Now*, are receiving a number of plugs in ballrooms and on the air. Ted Daifan, Al Dexter, Happy Ferryman, Spade Cooley, Bob Wills, Duke Martin, Ray Wade, Johnny Harrell, George Young, Sam Kinison, Moe Lindsey, the Beverly Hill Billies, Shorty and Sue Thompson, Art Wenzel, Hal and Dixie Hart, the Sons of the Pioneers, Ray Whittard, the Mule Train, Jimmie Dean Ray and many others have been featuring these four new publications almost daily since their release. The same co-operative spirit was shown on Ted Daifan's *No Letter Today and Born to Lose*; Roy Acutt's *Night Train to Memphis*; the Carter Family's *I'm Thinking Tonight of My Blue Eyes* and others. "I'm happy to be able to tell the world that among our folk song singers there seems to be no jealousy prevailing," Vincent declares.

Hot Shots 11th Anniversary

Hoosier Hot Shots celebrated their 11th anniversary on the Alka-Seltzer program October 7 when they did their 974th show on the WLS National Barn Dance. As far as is known they hold the time record for one sponsor.

On October 1 the boys signed a new contract with Alka-Seltzer and to celebrate the event and the completion of their latest picture, *Swingin' Thru Texas*, they threw a party at the home of Gabe Ward in a Chicago suburb, which was attended by many of the WLS artists and members of the press. While in Hollywood doing the picture for Columbia the Hot Shots made a personal appearance on the Phillips County Barn Dance. They will return to Hollywood in December for another picture.

"Opry" Scores at Fairs

Units of the WSM Grand Ole Opry appearing at the Southwestern World's Fair, Atlanta, and the Alabama State Fair, Birmingham, made a tremendous hit and played to packed houses thru most of the week. The Folk Tunes editor had the pleasure of visiting with a number of the Opry stars at Birmingham and enjoying their program. First two days of the fair George Deway Hay, the solemn old judge; Ernest Tubb and His Texas

Troubadours; Rod Brasfield, comedian; Drake Brothers, singers, and the Poe Sisters, singers, were featured. On Thursday they moved to Atlanta and Poe Wess King, the Duke of Paducah, Minnie Pearl and the Golden West Cowboys were the attraction for two days. For the closing day the John Daniel Quartet, Sam and Kirk McGee, Grandpaappy Wilkerson and the Singing Brimstone boys, who were staged in a large barn-like building, drew large crowds and rolled up a gross of more than \$15,000 for the five days. L. Montgomery and J. H. Frank handled the bally mule.

Tunester Tattle

Popular throughout the territory served by WOPI, Bristol, Tenn., are the Vanover Sisters, who play guitars and specialize in singing hillbilly songs. These two girls, 18 and 20, dropped their program some time ago when their work in a defense plant and their radio work proved too strenuous, but insistent requests for their return brought them back and they are heard on WOPI every Tuesday and Thursday.

Lazy Ranch Boys

Organized in January of this year, the Lazy Ranch Boys, trio, have become a popular feature on WIBG, Indianapolis. Original trio was made up of Verne Morgan, Casey Clark and Bill Scullard. Scullard left in July and was replaced by Chuck Holstein, who sings lead. Clark and Morgan alternate with tenor and baritone. The boys sing Western and spiritual numbers. Casey plays fiddle, Verne the guitar and Chuck bass. The trio is featured on the Saturday night Jamboree on WIBG.

Jack Patton, singing cowboy, who has been in Hollywood for some time, has returned to Seneca, N. Y., and starting about November 1 he will be heard over WDEV, Waterbury, Conn. Patton's song, *Cowboy's Polka*, has been released in the Columbia picture, *Swing to the Saddle*, in which it is sung by the Wackety trio.

"Uncle Tom" Corwin, clever imitator of birds, animals, etc., celebrated his 75th birthday by appearing on the WLS National Barn Dance last week. He just returned from a 16-month tour of USO centers.

Sammy Penn, singing cowboy, has taken over the emcee spot for the Western-styled floorshows at the Totem Ranch near Maple Shade, N. J., where the "Cowboy's Polka" has been released. He continues to make the music for the square dances featured on Fridays, Saturdays and Sundays.

The first of a series of square dances for the families of workers in defense plants was held October 7 at the Oxford Village, Philadelphia. Fred Klein is in charge of the music, with Julia Dwyer directing the dances.

Jack Howard, cowboy song publisher in Philadelphia, has returned to the city after an extensive summer tour of the radio stations in New England and Canada.

Hillbilly Music on WFIL

Hillbilly music and ballads of the mountain country are now heard twice daily over WFIL, Philadelphia. Some months ago this station signed Jesse Rogers, "America's No. 1 Blue Yodeler," for an early-morning solo stint. Last week Rogers' morning show was augmented to include Elmer Newman's Singing Hollow Gang, with which Rogers has appeared in outside performances. Together they are now heard daily over WFIL for two half-hour periods at 6:30 in the morning and 11:15 in the evening.

Course in Folk Dancing

Popularity of American folk music and old-fashioned dancing among the city dwellers in Philadelphia has resulted in the introduction of a course of study in folk dancing at the Junior Adult school in that city. Chris Sanderson and his group of musicians from Chadds Ford, Pa., will conduct the course, teaching the square dance, plain and waltz quadrilles, Schottische and Virginia Reel, with old-fashioned dances scheduled on Saturday nights at the Mercantile Library. The course is being given in co-operation with The Philadelphia Evening Bulletin and the Philadelphia Folk Festival Association which the newspaper sponsors.

FOLK RECORD REVIEWS

(Continued from page 21)

RED RIVER DAVE (Continental)

Time Will Tell the Story—FT-1. V. Amelia Earhart's Last Flight—FT-2. V.

Red River Dave (McEnty) couples two typical outdoor subjects for this label in lively fashion with adequate instrumental support from the string band. Already a song classic at the white-steel steps in his song story of Amelia Earhart's Last Flight, a stirring tribute to the air lady with the tragedy attending her flight making for the sob appeal. His Time Will Tell the Story follows the

standard theme of the cowboy losing his girl to someone else. These, too, are rich in phone appeal.

ARTHUR "BIG BOY" CRUDUP (Blair)

My Mama Don't Allow Me—FT-1. V. Standing at My Window—FT-2. V.

The blues shouting of Big Boy Crudup serves in good stead for both of these race blues, both originals, with guitar and string bass adding some instrumental body to his big voice. My Mama Don't Allow Me tells the tale of the playboy who was done wrong by his woman. Standing at My Window is the characteristic wall that every woman he "gets" always wants some other man. In the spinning that nickels were made for at the backwoods race locations.



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Jennings Club Bell, 5c, 5/8	\$100.00
Jennings Silver Chief, 5c, 5/8	\$200.00
Jennings One Star, 5c, 5/8	\$125.00
Jennings 4 Star, 5c, 5/8	\$125.00
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BUY MORE WAR BONDS AND STAMPS

Vendors Can Help Pay Cost

Thousands of companies
are making machines pay
for employee programs

By Walter B. Lovelace

With the end of all-out war production in sight, corporation comptrollers are going to put on their blue-colored glasses and begin to ask unpleasant questions. There is, for example, the item "Employee's Recreational Activities" on the industrial relations department budget for 1945. To the man responsible for getting expenses down that item is intriguing. It looks like one place to use the ax. So he calls in the personnel manager and sits in to effect.

"But, I have just been looking over your budget for 1945 and notice this item of employee welfare activities. I can see where that sort of thing was necessary when there was a labor shortage and a high quit rate, but it is going to be different next year. They are going to line up waiting for jobs. Why can't we just stop that off?"

To be sure there are a hundred reasons why the item should be left in the budget, but somewhere, somehow, cuts have to be made. So the smart industrial relations man will anticipate this situation, before he runs head-on into it. And the best way to anticipate it is to get it clean out of the expense side of the budget. Make it a self-supporting activity. Thousands of companies are already doing this.

The accompanying article on the use of vending machines to help finance recreational programs in industrial plants will prove provocative and close the coin machine trade. It is reprinted by permission of Industrial Relations magazine, The Dartnell Corporation, Chicago. Walter B. Lovelace, the author of the article, is news editor of the publication. He says that managers of industrial plants differ in their views on the usefulness of vending machines in plants. Because the idea will be more prominent after the war, we are reprinting the article for the information of the trade.

There are many ways that money can be raised to underwrite the cost of employee recreation. Some companies organize an employee social club and let each employee who wishes to participate pay a dollar or so to support it.

Another way is to put on a show or a carnival. There was an article in our July issue which told how Nell & Howell, Chicago movie cameras makers, raised several hundred dollars the way. That there are ways of raising money from the company clients. But perhaps the best way of all, and one which will instantly become almost universal after the war, is by equipping the plant with automatic vending machines and applying the profits to those recreational activities which are currently included in the budget. Profits from one hundred dollars to several thousand dollars a year from that source are not unusual in plants where the coverage of machines is adequate and where the employees know that when they make a purchase from the machine, a portion of each nickel or dime goes into their fund for their pleasure.

Some Dislike Vendors

Now there are some production men who are dead set against having any vending machines in the plant. "We are engaged in producing precision parts for winning a war," the production chief of a large plant in South Bend, Ind., "and I can't for the life of me see how a man (See Financing Programs on page 68)

Peppermint Oil Supplies Gain

NEW YORK, Oct. 14.—Peppermint oil, important to a variety of industries, ranging from chewing gum to tooth paste, is becoming more plentiful. High prices have encouraged domestic production. The government weighs proposals to boost allotments, perhaps by as much as 10 per cent.

However, the pharmaceutical houses, big users of menthol made from peppermint oil, apparently will not benefit from larger U. S. crops. The great bulk of domestic peppermint has a low menthol content, so drug companies remain dependent on import of materials plus some synthetic production. Prior to the war most menthol came from Japan, but Brazil now is increasing production.

Cig Firms Now Eye Stock Pile

WASHINGTON, Oct. 14.—The frustration of smokers waiting up to a cigarette machine and finding it empty and then going to a cigar counter and hearing the clerk say in words which the vending machine said with returned coins, will continue this winter.

Americans are not exactly kicking when they know that the boys across the seas are doing without a lot more—a comfortable home, evenings with the family and countless other luxuries taken for granted—but instead the public is willing to take this and other minor disturbances in their way of life for the guarantee that the future will hold a higher state.

Nonetheless, civilians were warned that they would have to smoke cornstalk if they couldn't get cigarettes, because rationing of the Bureau of Agricultural Economics said that the shortages of cigarettes will continue through the fall and winter.

Of particular interest to the vending machine trade was the figure that cigarette consumption in this country in July was about 11 per cent below the same month last year. The bureau said that this was due to huge requirements of the armed forces abroad, and the shortages of labor and containers at home.

However, the bureau assured the industry that the present shortage is only temporary and it will become less acute in the future as the problems of labor and container shortages are gradually lessened.

In addition the government has bought large quantities of tobacco for lend-lease accounts and for export. Recently the government allocated \$24,000,000 for the purchase of tobacco for the war. The purchases, however, will be financed with cash and bank loans, according to a survey from five major tobacco companies.

Cigarette manufacturers are extremely anxious to replace their stocks of tobacco so that the loaf can be properly aged. Price of tobacco has been steadily and greatly increasing the amounts of cash needed to meet these higher prices, but war demands have been so pressing that cigarette manufacturers have had to dip into their reserve supplies of leaf. So the cigarette industry is faced with two-fold problems.

For this reason it is hoped that increased government allocations will enable the industry to buy a little more tobacco than it uses. However, even the crop this year has been larger than other years and with the greater allocations to military and industrial use, it believes that it will be several years before it gets its inventories of tobacco back to normal.

Museum Uses Book Vendors

Machines an aid to public
rather than a profit to institution

NEW YORK, Oct. 14.—Coin machines vending booklets to the tune of eight units, six of which move 15 booklets at 25 cents each and two machines vending 400 booklets at 10 cents each, have been provided by the American Museum of Natural History, considered one of the top museums of this kind in the world, to be a distinct aid in steering visitors to the many extraordinary exhibits. The machines also help in fulfilling the educational attempt of the museum.

At first the directors of the museum were skeptical of the machines. About six years ago they were prevailed upon to test a few Wills for visitors' reactions.

As a result of this experiment six vendors were taken on a location over basis while the two units vending 400 booklets were purchased outright.

It is interesting to note that the vendors are under the direct supervision of Harry Hawkins, who holds the title of manager of publications for the museum. He explains that the units are used in connection with the various halls or exhibits found at this institution. For example, at the Anthropology hall a coin machine vends a booklet which informs the visitor what anthropology is all about and civilities publications for the museum. Similarly for other major halls where vendors are found. Hawkins told a reporter from The Billboard that he feels the Museum of Natural History has done a pioneering job in this type of vending and that the installations are recommended to museums and institutions everywhere. The machines are not regarded by the museum authorities as extra touches. Admittedly operated on a non-profitable basis, they viewed, however, as an integral part of the institution's mechanism for the enlightenment and entertainment of visitors and all parts of the United States and in peacetime, the world.

According to Hawkins, all of the eight vendors stand up fairly well under continuous operation. There is a source of trouble, however, with young children who continually resort to the museum and who are not above slugs and who often found out their encounter with the machines by impairing the equipment. To overcome this grief, guards in uniform and civilian clothes keep an eye on the machines when more than the usual number of youngsters are known to be around the place and the organization also cautions grown-ups who escort children into the institution to keep an eye on the kids.

Matter of Policy

Hawkins believes that while museums and public enterprises generally must remain on a conservative and sound in what they offer to the public, the use of coin machine book vendors is in line with this policy and also holds out opportunity for such enterprises in the approach to a visitor who comes in green and is interested in getting as much out of the place as he can at a low price. The majority of museums are restricted in budget and consequently are limited in the amount of services they can supply and may very well welcome the installations of book and similar vendors, tending as these machines do, to facilitate the visitor's appreciation of what a certain museum or perhaps only some of its exhibits signify.

Future plans of the American Museum of Natural History for the addition of book vendors, a task which will be undertaken after the war. New vendors will be placed in exhibits curtailed by war. (See Financing Units on opposite page)

OPA Announces Popcorn Prices in Recent Release

Bulletin 4805 lists all types of product—section covers vending machine sales — increase permitted to cover higher costs

WASHINGTON, Oct. 14.—The almost forgotten popcorn vending machine was brought to mind this week in Bulletin 4805-1805 of the Office of Price Administration. The bulletin announced dollar and cents prices on popcorn and popcorn products of all kinds and at the very end of the bulletin a section was devoted to vending machine sales, setting ceiling prices of seasoned popcorn at 5 cents per 1/4 oz.; cheese-coated popcorn at 5 cents per 1/4 oz.; and caramel-coated popcorn at 5 cents per 1/4 oz. OPA officials stated they felt that a dollar and cents price ceiling for popcorn products will be more acceptable to the consuming public and at the same time it would be agreeable to manufacturers and sellers of such products. Establishing a flat rate of 5 cents for vending machines was acceptable to this branch of the industry. Historical price lines are maintained in the order but an adjustment in price is made by decreasing the net weight of consumer packages in which most popcorn products reach the public.

The new regulation (effective October 3, 1944) establishes specific prices for sales of the products in packages, in bulk and from vending machines, and increasing prices in an amount sufficient to cover the higher cost of shelled popcorn to manufacturers. The increase in the shelled popcorn cost amounts to about 30 percent above prevailing March 1942 levels. Prices of the manufactured popcorn products, based on the March 1942 levels for shelled popcorn, were frozen under the General Maximum Price Regulation.

30 Major Producers

There are approximately 30 major producers in the industry who manufacture three principal kinds of popcorn products, and it is estimated that they use about one third of the total yearly production of processed shelled popcorn, OPA said. These three types of manufactured popcorn are: (1) seasoned popcorn, which may be seasoned with salt, butter, vegetable oils or other seasoning; (2) popcorn coated with cheese, and (3) popcorn coated with caramel confection. Most of the manufactured popcorn products reach the consumer in packages, and for this type, the new regulation spells out specific prices for all sizes of standard packages and containers up to and including 10-ounce sizes. Prices are specified for sales to wholesalers and other distributors, sales to retailers and sales to consumers. All manufacturers are required to label packages with the consumer price for each size package.

Packaged Regulations

In the case of the packaged products, prices have not been changed for the different sizes of containers but net contents of the packages have been reduced. For example, a 10-cent consumer package of seasoned popcorn previously containing from 1 1/4 to 3 ounces net weight will now contain not less than 2 ounces. A 10-cent package of caramel popcorn will now contain not less than 3 1/2 ounces net weight and a 10-cent package of cheese popcorn not less than 1 1/4 ounces net weight.

Prices have been established for all

standard sizes of containers and are the same for all three types of products, with net contents varying in the same proportion as in the 10-cent packages. Caramel popcorn, which is the least costly to produce, has the greatest net weight per package; while cheese popcorn, the most expensive to produce, has the smallest net content.

Tobacco Exports Increase With Germany's Defeat

WASHINGTON, Oct. 14.—The Bureau of Agriculture and Economics reports that tobacco exports will increase sharply after the collapse of Germany. Officials of the department did not say what effect this would have on domestic cigarette supplies.

It did state that consumption of all types of tobacco products at home and by the overseas forces is at the highest level in the history of the industry. During the last fiscal year tax records show that American people smoked 258,000,000 cigarettes. However, the use of tobacco stocks by the factories was 14 per cent below last year.

The government official explained that shortage of shipping containers and the limited supply of factory labels is helping to greatly increase the cigarette shortage. Shipments of tobacco to Europe after the war will be out of stocks which European firms bought before the war but could not get shipped overseas in time.

Fewer Cigars Available

Fewer cigars were available for civilian consumption in July than any month since December, 1943. Tax-paid cigars were totaled 522,000, a 6 per cent drop from June and 17.5 per cent from July, 1943. Tax-free government purchases for shipment overseas are not included in these figures.

Carolina Tobacco Tax Down

Tobacco tax collections for August totaled \$598,023, as compared with \$624,678 in the same month of 1943, the South Carolina Tax Commission reports.

MUSEUM USES

(Continued from opposite page)
war but which, at the completion of hostilities, will be completed and opened to the public. As Hawkins sees it, book vendors not only fall in with the museum's educational policy, which is the bedrock of its foundation, but the material also serves with the dispatch and economy of time many visitors at the museum require.

From a broader aspect of merchandising, Hawkins sees the museum catching a considerable overflow of impulse buyers, visitors who, for instance, may find the museum book shop too crowded at a particular moment and leave and who might otherwise not buy any literature if the machines hadn't been available. There are also those who had no intention of purchasing any reading material and who, observing the vendors and discovering an extra dime or quarter in their possession, decide to use it only thus to secure a souvenir or token of their time at the museum.

Hawkins is convinced that book vendors must come in for consideration by educators of tomorrow in any thorough rounded picture which deals with getting practical knowledge to the widest possible public. He sees this approach to the merchandising of all types of literature as ultimately affecting normal retail book outlets as we know them today and, in instance, changing them. It is his contention and it may be substantiated that, perhaps inadvertently, the American Museum of Natural History has demonstrated a new source for coin machine profits.

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Armed Forces To Get Fifty Per Cent Candy By Govt. Order

WASHINGTON, Oct. 14.—Manufacturers of candy bars, rolls and in packages designed for the retail market at 5 cents were notified October 7 to set aside 50 per cent of their output for the armed forces. The order will not apply to the manufacturers of molded chocolate bars since military requirements for these are light and do not require a reserve supply. The War Food Administration issued the order and said it was utilizing various powers to aid the men in the services. WFA explained that the use of candy by the armed services has increased sharply and that the procurement offices will not be able to get enough supplies thru regular channels. Order No. 115 will apply to all manufacturers whose monthly production of candy is in excess of 10,000 boxes in units of 24 items each. These manufacturers will be required to set aside 50 per cent of their monthly production based on the average of the first six months of 1944.

Further testimony to the use of candy by the armed forces was made in a speech before the American Public Health Association in its annual conference in New York recently. A high ranking medical officer of the navy said that candy bars account for about 40 per cent of the food eaten outside the mess hall by men in the armed services. The navy officer said he carefully prepared speeches and his statement was based on food studies of the mass feeding of as many as 7,600 men at a single meal. Careful checks were made on the amount of food consumed by each man, the amount wasted by being thrown into the garbage can and also the kinds of food consumed between meals. Bullied men purchased their extra supplies at the regular canteens and thus it was possible to keep a check on the extra items they bought. It was found that men tend to reject fats found in their meals and purchase candy bars and soft drinks instead. The navy officer said candy bars for the first quarter of the year was about 100,000,000 per month. He said that the canteen men apparently got one eighth of their calories outside the mess hall. Because of the large consumption of candy the speaker said the navy was asking that the candy trade

greatly improve its candy bars. The statement of the medical officer revealed a recent one made before the American Association for the Advancement of Science when it was stated that sugar in candy bars and soft drinks has proved to be a very useful brain food for workers in war plants.

Group Reports

The quantity (based on pounds) of confectionery and confectionery products sold by 128 manufacturers in August, 1944, was 14 per cent over the quantity recorded for the corresponding month a year ago, while the sales value of these products for the same group of manufacturers was up 16 per cent. The average price per pound in August, 1944, was 22.3 cents as against 21.9 cents in August a year ago, 22.1 cents in July of this year, and 22.2 cents for the year to date (eight months).

A gain of 13 per cent was registered for manufacturer-retailers for August, 1944, compared with August, 1943; sales were down 4 per cent for manufacturers of chocolate products competitive with confectionery, and "other manufacturers" noted an increase of 20 per cent. A comparison of August sales with July sales in 1944 indicated that a 15 per cent increase was the experience of manufacturer-retailers, a 51 per cent increase was noted by manufacturers of chocolate products competitive with confectionery, and a 25 per cent gain was revealed for "other manufacturers." For the first eight months of 1944, the sales of these manufacturers showed increased sales; Manufacturer-retailer, up 12 per cent; manufacturers of chocolate products competitive with confectionery, up 18 per cent, and "other manufacturers," up 17 per cent.

Pennsylvania noted a substantial sales gain of 25 per cent for August, 1944, over August, 1943. Sales were up 21 per cent in New York, 19 per cent in Illinois, 18 per cent in California, while in Massachusetts dollar sales gained only slightly over 10 per cent. The West Coast National Group of States showed an average increase of 20 per cent; the Atlantic, 24 per cent; the East North Central, 19 per cent; the Pacific, 17 per cent, and the

New England, 11 per cent. No decreases were noted by States and groups of States, on a year-to-year comparison. For August, this year compared with the preceding month, Massachusetts sales rose 60 per cent, the highest gain recorded in this monthly report.

The seasonal change for Minnesota, North Dakota and Iowa was a gain of 47 per cent, and for Nebraska, Iowa and Missouri, a gain of 41 per cent. One slight (3 per cent) decrease was noted for Virginia, North Carolina, and Georgia. All States and groups of States in this survey showed increased sales for the whole month of 1944 over the corresponding eight months of 1943. Gains were from 7 per cent for Ohio and Indiana to 34 per cent for New Jersey, Maryland and the District of Columbia.

Data contained in this report are based on a sample survey conducted by the Bureau of the Census with the co-operation of the National Confectioners' Association. No adjustment has been made for seasonal or price fluctuations.

FINANCING PROBLEMS

(Continued from page 68)

can keep up with his job, and do accurate work while holding a job in one hand and a bottle of 'cokes' in the other. There is a time for eating and a time for New Jersey, Maryland don't mix.

Others feel the same way. Yet, there is another side to the problem. Perhaps the best way to present it is by reviewing the findings of a national association who came up against the problem, and solved it to his own and his employees' satisfaction. The first person in direct quotation, we will just call him Mr. Jones which, of course, is not his name.

Now, this Mr. Jones heads up a small war plant over in Michigan which recently had 90 per cent of its contracts canceled overnight. He had to do some plain and rapid retrenching.

He was what you might call a "progressive" employer and believed in giving his men a limit in making life more enjoyable for the folks who worked in his plant. During the war, he had gone in for employee recreation, and he was big on it. It was a big way, and he was sold on the idea. It had paid off for him by attracting a lot of new people to his plant. It might be to be had, and the spirit of the workers was much better since they had a chance to have a little fun along with their job.

Mr. Jones had pondered the future and found additional justification for continuing his recreational program. The physical condition of his men, now that his contracts had been canceled, and that would give his employees more leisure time after their return to civilian service, used to a vigorous outdoor life, would be glad to have a chance to get off a little steam in some active sports a few times a week.

"But," thought Mr. Jones, "I can't possibly continue to devote all my time to drawing up schedules and planning parties. What's more, these raffish for a new set of this or that are becoming a nuisance, and are always unpredictable. I need help on the planning and some sort of fund to finance the program and make it self-supporting, if possible."

The idea of spending money with unpaid members was a little narrow for Mr. Jones. There were a lot of people who didn't play basketball, but who were interested in dramatic music or parties, and who deserved some part in a recreation program.

He knew Al Serval, who somehow maintained a comprehensive program at an annual cost, including a director's salary, of \$1 per employee.

He discovered by writing the Industrial Recreation Association, a national association which furnishes suggestions, manuals and record service for members, that the Serval program was financed from the profits of the plant stores owned and operated by R. B. Serval. From these stores contributed more than \$25,000 annual income to the employees' association.

Studying Example

Such a plan was out of the question at Mr. Jones's small plant, but he did discover that many of the large and small plants, like North American Aviation, Lockheed Aircraft Corporation and many others, finance their recreational programs with the profits resulting from the sale made thru the plant vending machines.

The profits from the vending machines may be a percentage of the profits paid as a rental fee by the distributor for the space where he places his vending ma-

chines, or the plant may buy vending machines outright from manufacturers and operate and service them. In the case of the Cliffs Dow Chemical Company under the plan, the plant rents machines and allocates the profits in what has proved to be a satisfactory arrangement.

Mr. Jones, however, wondered about vending machines. What was the use of a lot of time eating candy and drinking "cokes" or milk? He knew of several big companies that had decided against vending machines. They had no drink stands for that very reason. He talked it over with some of the foremen, and discussed the matter with numerous requests for some place to purchase candy and soft drinks. The foremen pointed out that the workers often wanted a great deal of time looking for someone who was going out of the plant and who could bring back a candy bar for a snack. As a fact, the truck drivers had often complained about the nuisance.

In checking with other companies in the vicinity he discovered that they felt the same way. They had no vending machine was enough of a boost to justify the little time lost in making the purchase of candy and soft drinks. The workers reported workers taking advantage of the privilege, and these violations occurred when the worker had to go some distance and wait for the one lone vending machine in the plant to make the purchase.

Enough Machines

A few vending machines to serve many employees was the idea. One company decided to put a drink machine in during an unusually hot summer, and the vice president of the company stepped out of his office there were the employees lined up down the corridor and around the corner waiting for their candy and soft drinks. By 10 o'clock in the morning there was no drink machine. The manager was "agin 'em." They were all out of the water. He was never going to allow another one.

But this manager was unfair. He had run only one machine to service several hundred employees. Of course, there was a long waiting line. A national distributor of vending machines recommended one machine for every 10 or 15 persons. Before this company places its machine it makes a survey of the plant. The survey counts the number of employees, the number of shifts, the number of young people, other food services available, the type of work done in the plant, and the number of workers. The help the distributor decide where and how many machines to place and what to sell.

Mr. Jones's plant needed a foundry that cast heavy machine parts. The extreme heat combined with the necessary physical condition of the men, the energy of the workers' energy, and he had noticed that the men often brought extra sandwiches to eat on the job. The vending machine could fulfill a definite nutritional need for these workers as well as furnish money for his recreational program.

He planned to let the employees administer their own recreational program so that they would know where the money was going and realize the dual purpose that the vending machines served. Any suspicions as to what "the company" was up to, "the company" would in this way be eliminated.

Post-War Prospects

Once before he had tried to get soft drink machines, but there had been no available. He thought of installing ice chests at various points around the plant, and letting the employees select their own drinks and pay for them by dropping money into the chest. The idea was, if a vending machine seemed more practical, they could eventually replace the ice chests.

The delivery men for the soft drink companies reported that many plants prefer ice chests because in that way they can control the machines.

As Mr. Jones looked back over his findings he realized that there was a great deal of planning to be done. It was mostly a matter of "fronzing" vending machines to recreation in one easy step."

He was a small plant, and so he and the delivery men for the soft drink companies reported that many plants prefer ice chests because in that way they can control the machines.

Vending machines will keep the recreational program going at the Jones plant. Perhaps they are the answer to the problem as to be administered the last time.

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10¢	\$134.50	10¢	\$134.50

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cording to the airport program committee. Only 12 of the 38 airports furnish hangar space for planes.

In Illinois there are about 65 landing fields listed in a report today by Lieut. Col. George C. Roberts, executive secretary of the Illinois Aeronautics Commission. He declared the State should have at least 250 airports within the next 10 years.

One plan submitted to the commission calls for 300 community "air parks" at an estimated cost of \$91,400,000. These fields, following the pattern of the national plan, are described as small airports developed in suburban, downtown and business districts where such parks are economically possible. Landing fields would consist of green sodded areas, with two landing strips for private planes. Runways would be 2,000 feet long by 300 feet wide and constructed in the shapes of X's, T's, L's or V's.

Cost \$25,000 to \$500,000
The cost of such projects has been estimated to lie somewhere between \$250,000 and \$500,000, depending upon the terrain, amount of drainage, soil preparation, and other construction factors. Where funds are not readily available in the municipalities, it is considered reasonable that public subscriptions could raise the amount necessary.

"Many communities are considering such air parks as memorials to their military leaders," says the Aeronautical Chamber of Commerce report. "As community improvements they will furnish recreation spaces and relaxation centers. In most cases, where space is available, it is recommended that a small pedestrian park be constructed immediately adjacent to the runway areas."

"The operation of personal aircraft today is so simplified that it is reasonable to provide this type of facility in thickly populated downtown areas for incoming and outgoing shoppers, business men and visitors. It is considered a vital step in making personal aircraft use as great a utility as the automobile. It should put a community in the forefront for consideration where feeder lines are being developed as connecting links to the main transcontinental air transport routes."

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Mills 3 Balls	100.00	Mills Gold Chrome, Late, Cherry Pay, 5c	Write
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Jennings Fast Time, 5c	95.00	Mills Gold Chrome, Late, Cherry Pay, 25c	Write
Evans Lucky Lure, 5c, P.P.	250.00	Mills Extraordinary, Refinished, 5c	125.00
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